

**MINUTES**  
NORCAL HUNTER JUMPER ASSOCIATION  
Board Meeting 2020/5  
August 10, 2020

Meeting called to order at 3:06 pm

I. ROLL CALL:

- a. Present: Archer, Borges, Chilcote, DiCorti-Bush, Hayes, House, Hudson, Kalember, Lambert, Lampton, Orlin, Rattigan, Runk
- b. Absent: Benvenuti, Maddox
- c. Lampton notifies the Board that Geffken resigned

II. CONFIDENTIALITY POLICY

- a. Reminder that all board members have signed the [Non Disclosure Agreement](#) and agree to abide by the terms of this document.

III. SPONSOR REVIEW

- a. See current [list of confirmed sponsors](#)
  - i. Shady Lane Farm
  - ii. Riverbend Equestrian
  - iii. Crystal Image Farms
  - iv. G3 Enterprises
  - v. Headland's Management
  - vi. Medal Finals Sponsors
    - 1. G2

IV. MINUTES June 8 Meeting.

- a. [See minutes.](#)

V. FINANCIAL REPORT (Borges)

- a. Financial documents now available online ([See 2020 financials](#)).
  - i. Borges reports that sponsor income is down due to show cancellations but notes that memberships are increased from last year at this time
  - ii. Borges reminds the Board that we need to monitor finances with caution due to the uncertainty of the future with regards to horse shows and potential cancellations
  - iii. Borges notes that with sponsor income down, events like the banquet and clinic will be operating off a decreased budget compared to years past

- iv. Borges notes that Fundraising Committee will forgo any further attempts for sponsorship given the sensitive nature of finances for most households due to the effects of the pandemic

- 1. Committee will create a revamped sponsor pitch for 2021

## VI. NEW BUSINESS

- a. Request from Fackrell for show approval (Lampton)
  - i. See [Letter](#) from Peggy Fackrell regarding Let's Show Halloween Championship show
  - ii. Review current Rules for Show Approvals:
    - 1. *NorCal shows must be USEF and/or PCHA approved and therefore meet the division requirements of a USEF and/or PCHA rated horse show. A NorCal horse show must offer at least two of the four NorCal Medal Classes. These are the NorCal Junior Medal, NorCal Senior Medal, NorCal Pony Medal and NorCal 3-ft Medal.*
  - iii. Lampton reads current rule for Show Approval from Rulebook; notes that it is important to confirm that we don't create a loophole in sponsoring events that could potentially be approved by PCHA but not USEF
    - 1. USEF has strict COVID-19 protocol while PCHA does not
  - iv. Hudson confirms that PCHA requires a USEF approval to rate and sponsor a show
  - v. Based on board member knowledge, Lampton concurs that we should not change our current rules and concerns have been mitigated about potentially being backed into approving a show that may have PCHA but not USEF approval
  - vi. Lampton confirms a phone call scheduled with Polly Hey for August 14, 2020 to discuss liability further
  - vii. Archer suggests that going forward the Board consider amending the rule to state that only USEF approved events will be Norcal approved
    - 1. Item to be tabled to the next meeting with a vote to modify language if needed
- b. Social Media Content Report (Lampton)
  - i. Lampton reminds Board members that we have assigned various features for social media to specific board members and help is needed to continue to provide content for the NorCal social media accounts
    - 1. Match Donors
    - 2. Tuesday Tips

3. It's Not All Victory Gallops
- ii. Lampton asks board members to continue to reach out to members in search of content for social media
- iii. Board members discuss various ways to get content now that shows have started back up again
  1. Kalember suggests contacting past Medal Finals winners for highlights about their experiences in preparation for the upcoming Medal Finals

VII. OLD BUSINESS

- a. No old business

VIII. COMMITTEES: -- <https://www.norcalhunterjumpers.com/board>

1. Banquet (Rattigan)
  - a. Rattigan relays that he feels it may be time to call off the banquet given the current situation and uncertainty with regards to COVID 19 and what will be safe and legal as far as social distancing
  - b. Kalember suggests online silent auction as an alternative
  - c. Board members discuss various reasons to hold or cancel the banquet
    - i. Financial concerns
    - ii. Social distancing concerns
  - d. Hudson confirms that PCHA will not have a banquet this year
  - e. Lampton suggests that Rattigan and Banquet Committee meet with hotel representative
    - i. If the Committee feels that cancelling is the best option, Lampton and Board concur they have authority to make the official call to cancel the banquet
2. Elections (Runk)
  - a. Runk confirms that there will definitely be at least 1 open spot with Geffken's resignation
  - b. Runk has list of board members that are up for renewal and will reach out to these members to inquire if they plan to serve another term
3. Publicity (Chilcote)
  - a. Chilcote suggests monthly blog post to put on website that would be filled with new content
    - i. Brit could pull content to post on social media
    - ii. Chilcote to confer with Archer regarding items for social media

4. Fundraising (Borges/DiCorti-Bush)
5. Lobbying/Liaison (Kalember/Chilcote)
  - a. Kalember has been writing eblasts for the affiliate newsletter
6. Medal Finals (Runk)
  - a. Runk spoke to Nastri of WPE about a month ago
    - i. Nastri confirmed that some of the special events and food related events will need to be revised given the situation with COVID
    - ii. Awards presentations may be modified to comply with USEF protocol, potentially utilizing the MEC photo backdrop as an alternative
  - b. Need to look at some of the costs that we have incurred in the past and potentially reevaluate
    - i. Hats cost \$1500 - may not be safe and effective use of money
    - ii. Programs cost \$600
    - iii. Sponsorship is down significantly this year
    - iv. Borges suggests that Medal Finals committee should have a separate meeting outside of this one to discuss some of this planning
      1. Borges, Runk and Archer have meeting with Nastri at Woodside shows to discuss further details
7. Special Events
  - a. Developing Young Professional Program/Scholarship (Archer/Borges)
    - i. Tabled to 2022
  - b. Clinic (Hayes)
    - i. Hayes confirms that this year's clinician will be Frank Madden and location will be at MEC
    - ii. Hayes will have a better update at the next meeting but notes that she will be examining some contingency plans if needed due to the uncertainty with regards to COVID
    - iii. Review and formalize spot reservations for select groups
      1. 1 spot for IEA or EAP
      2. 2 spots reserved for sponsors
      3. 1 spot for board members
      4. 2 spots for clinic host barn/facility
    - iv. Board concurs that we should wait and review what this year looks like
    - v. Runk suggests looking into live streaming the clinic due to the pandemic and potential limit with spectators

- c. Eq Classics (Borges/House)
  - i. Wasserman confirms that the new 2'6" Classic scheduled for Paso Park Spring Classic (Sept 2-6)
    - 1. She plans to reach out to Paso to see if they have a thought about award for that class, offer to reimburse
  - ii. Traditional Eq Classic schedule for Paso Park Fall Classic (October 28- November 1)
    - 1. Hudson and Wasserman confirm awards for these have been ordered
- 8. Rules (Lambert)
- 9. Show Standards (Benvenuti)
- 10. Technology (Lampton)

Meeting adjourned at: 4:44pm

VII. DATE & LOCATION OF NEXT MEETING:

**September 22, 2020 - 5:00pm**

**Location:**

Murieta Equestrian Center

7200 Lone Pine Drive

Rancho Murieta, CA 95683