

**Oregon Dressage Society
Board Meeting
May 21, 2011**

Present: Ed Miller, President; Rose Newman, President-Elect; Chris Main, Treasurer; Claire Evans, Secretary; Patty Armstrong, Siobhan Barker, Randie Croshaw, Gaye McCabe, Dolores Morgan, Kim Ransdell, Corinne Stonier, Marsha Williams

1. Call to Order and Announcements

At 10:07 am, Ed Miller called the meeting to order.

Announcements: Dolores Morgan is the new chair of the Sport Horse Awards section of the ODS Awards Committee (Policies and Procedures Manual, Chapter I, Section V.E.2) , for which Ed expressed thanks, because this position has been long dormant. Debra Ringold, newly appointed chair of the Education Committee, is preparing a proposal for a Region 6 USDF Adult Amateur Clinic and will report to Board once the proposal is complete.

EHV-1 Status: Corinne reported that the current ODS response to the EHV-1 virus threat is guided by actions taken 2007 during a similar occurrence. She has been in daily contact with the Oregon State veterinarian's office and urges caution but no panic. In addition, she has also contacted the Washington State veterinarian's office. She is listing postponed events on the ODS web site, but none have been cancelled so far. Any exposed horse has been quarantined and there are no travel restrictions on horses within Oregon or Washington. Presently it's a question of dispelling rumors and calming fears with many concerns expressed about upcoming shows, but currently no ODS shows have been cancelled. Rose said that the Fort Vancouver chapter will make a go/no go decision Monday night (for the Memorial Day weekend show), based on latest information from the Washington State vet's office.

Marsha announced that the Brasada facility in Bend has been closed until June 5, with no horses in any of the stalls since Mother's Day (date of Ogden, Utah event from which the EHV-1 occurrence stems). The stalls will be disinfected for the Central Oregon show on June 9th. Members are advised to check the ODS site for up-to-date information. Marsha questioned how to handle refunds if the show must be cancelled. Chapters can decide to give full refunds, Corinne and Chris affirmed, as long as non-refundable commitments are covered. This is in accordance with existing ODS policy.

2. Adoption of Minutes

Motion: Chris Main moved that that minutes of the February Retreat be approved without reading.

Second: Gaye McCabe.

The motion passed by voice vote.

3. Adoption of Agenda

Ed noted that item 11.c) under New Business needed to be expanded to include USDF "representative" selection as well as delegates. Chris also noted that a proposal to consider dues modification needed to be added under Financial Report item 7.e) (as amended). Gaye requested that Operation Smile under Old Business be moved up, since Randie Croshaw needed to leave early. Operation Smile was inserted as item 4 accordingly.

Motion: Claire moved that the agenda be adopted as amended.

Second: Gaye.

The motion passed on voice vote and the modified agenda was adopted.

4. Operation Smile

Randie Crowshaw distributed brochures about Operation Smile, a charitable organization to benefit children with facial deformities. Randie proposed that ODS approve the designation of Saturday, August 13, one day during the Glisan Street Saddlery USDF/ODS Jr/YR Team Dressage Championships, as a fund raising opportunity for Operation Smile.

Many have come forward to support this charitable proposal, Randie asserted, which she has been cultivating for five years. The facility, DevonWood Equestrian Centre, has agreed to charge a reduced rate of \$500 on one ring Saturday for Open classes. Randie proposes that ODS advertise this as an open show and find a judge who would donate his/her time for these classes. Proceeds from the classes (all tax deductible) would be donated to Operation Smile. Many physicians in Portland and Salem (where she works at a hospital) have indicated they would volunteer time and funds to this fund raiser. Reser's Foods has offered to donate food for the day. Concerns over insurance coverage for this event were discussed but moot, since the comprehensive show insurance would be in force.

Proposal: ODS shall designate a one-day Open Show at the Glisan Street Saddlery USDF/ODS Jr/YR Team Dressage Championships, on Saturday, August 13, 2011, as a fund raising opportunity for Operation Smile. The one dollar "centerline fee" charged to each competitor will go toward Operation Smile, as will all class proceeds. The Jr/YR show management will pay the \$500 ring fee.

Discussion: Gaye explained that the Jr/YR show would be on Friday, followed by an Open Show in one ring on Saturday. Randie said an accountant will keep track of all funds, including the funds that would otherwise flow to ODS, as well as in-kind contributions. Rose questioned why this issue needed the Board's approval. Ed responded that he had insisted that this proposal should be presented to Board, since this is an unusual step for ODS to support a fund raising effort for an outside organization. Corinne cautioned that it might be necessary to operate the show in three divisions, otherwise the insurance carrier will view this as two separate shows. She noted that we must be clear about how many shows are going on during that weekend, with the attendant implications for qualifying scores. Others noted that, if this project seems successful, ODS should develop a policy about supporting third-party fund raisers. Corinne wondered if future Board approval would apply to all ODS shows or to just "ODS-own" shows, and it was agreed that such future policy would govern only ODS-own shows.

Motion: Chris moved to approve the principle of supporting Open classes at the Glisan Street Saddlery USDF/ODS Jr/YR Team Dressage Championships on August 13, 2011, for the benefit of Operation Smile, provided that if ODS chooses to do so again in the future, the Board shall develop a policy to guide such events. Any future proposal shall be presented to the ODS Board for approval.

Second: Randie

The motion passed on voice vote.

5. Correspondence

Corinne announced that the "World Famous" Lipizzaner Stallions are coming to Portland for a performance at the Rose Garden on June 11, 2011. The organization has offered discounted admission to ODS members and requested 200 copies of ODS brochures for distribution. Corinne is exploring whether the show management will grant ODS a booth in the Rose Garden for self-promotion, but the show management seems reluctant.

Ed testified to the power of his ODS 40th Anniversary sweatshirt: standing on line at a Starbucks, a relocated veterinarian and dressage rider from the Bay Area asked him how to get involved with ODS!

6. Executive Director Report

a) **Membership Report:** Corinne announced that current membership levels are basically even with last year's year-to-date totals (1060). Retention rate is not good, she worried, with 328 non-renewals. This year we did not mail a renewal notice, with the advantage of savings quite a bit in postage, but many people said that they were waiting for the bill to renew. Corinne urged that ODS needs to conduct a formalized membership drive and survey members to understand their motivation for not rejoining. Anecdotally the most forceful driver of membership is planning to show, not educational opportunities that ODS offers. Gaye asked if it would be cost-effective to send renewal notices. Corinne advocated that this be an annually recurring procedure with given deadlines, so that we contact non-renewals according to a standing procedure. Randie asked for a contact list of non-renewing young riders. Marsha thought this initiative should be assigned to the Strategic Plan's Communications Committee. There is no time for that work, Corinne interjected, because we need to start planning for next year's membership drive now. The membership form for next year must be ready by July 1. Corinne asked the Board for guidance on whether to charge a fee for printing membership cards on paper. Her experience with other non-profit organizations is that printed cards are considered costly and time-consuming. She needs to know how to plan her time for the membership drive next year.

b) **Publications:** Supplies of the ODS Omnibus have been depleted, right on target with the estimated amount needed. Corinne still has 35-50 2011 test booklets, and the rosters (if requested) were mailed two days ago. Would the Board direct her to change any of these publications practices? Chris noted that the Treasurer's job description in the Policies and Procedures Manual states that the ODS annual financial report must be published every year. To comply with this requirement, he proposed that such report be posted on the web site. Gaye suggested that the roster be posted online with password access instead of printing it. Corinne replied that ODS must have USDF help to invoke password protection, but that since USDF is helping ODS to rework the web site, this might be part of our proposed scope of work with USDF.

Motion: Chris proposed to discontinue printing a roster for ODS members, with the option that members might purchase the roster at additional cost.

Discussion: Corinne cautioned that the roster contains more than just the active membership list. Those other items could be made available online, Gaye suggested. Siobhan urged that not all members are keen to abandon all printed and tangible publications! Could we provide a roster for a fee, as an option for membership? We would probably sell that option to about 10% of the membership, said Chris.

Second: Gaye

Having seconded Chris' motion, Gaye offered a friendly amendment: that the electronic posting of the membership roster, with password access, be done "when the technology is available." Chris accepted this friendly amendment, with the further clarification that such a solution be "considered for replacing (the roster) for next year," with the goal of having all membership information online for the 2012 membership year.

The motion passed by voice vote, with the understanding that said motion calling for a 2012 online roster would be possible only if USDF assistance is forthcoming to ensure secure password access.

Action Step: Corinne will add request to post password-access membership roster to scope of work with USDF web services.

c) **Insurance:** ODS' insurance carrier has been extraordinary in working out posting dates to ensure coverage for certain upcoming shows. One problem that seems to be cropping up, Corinne continued, is the non-reporting of accidents at shows. ODS *must* report all incidents to the insurance company. The

show management web page will soon contain clarification of what incidents require reporting. Otherwise the processing of insurance is going well, Corinne announced. The D&O insurance rate increased this year because the policy now includes chapter presidents, who were not covered previously. The D&O policy has been renewed for 2 years.

d) **Website/Online Presence**

The ODS online store has been revived with 40th Anniversary items and merchandise left over from other events. Payment is handled through PayPal, and Corinne announced that ODS has realized a small profit for goods sold.

Chapter Pages: The Eagle Cap chapter has yet to be added, but all other chapters are on site.

Governance Page: The ODS By-laws, Strategic Plan, letter of determination and links to contacts have been posted, with minutes to follow soon. There is a link to the Policies and Procedures manual under About/Governance.

Other Updates: Some pages have not been updated for a long time, because Corinne depends on reports from Committees and requests to update. This is something that Committee Chairs should take note of.

Survey Monkey: This online survey communications service costs \$20 per month, and it is not being actively used.

2012 Membership Online: Corinne incurred many failures in processing credit cards due to slow connections. The cost to mail renewals by US Postal Service is about \$8-900. Ed opined that the technology is not quite infallible enough to ensure ease of online renewal. The Board discussed whether recipients are reading renewal emails and how to deal with this. PayPal, a widely trusted service, charges a fee of 2.9-3.1% which is similar to other credit card processing fees. When Rose questioned how to proceed with online membership processing in 2012, whether to continue to go through USDF or through PayPal, Ed stated that Corinne and Chris should present a proposal for the Board's consideration.

Action Step: Corinne and Chris will prepare a proposal for the Board's consideration, whether to process online memberships through USDF or PayPal (or some other option) for the 2012 membership year.

e) **Fundraising**

Mission Fish and Ebay: ODS is presently registered as 501(c)(3) on Ebay, at a lower fee than for-profit businesses. Mission Fish is the charitable donation arm of Ebay. Corinne wondered if she should auction off the items left over from last year's annual banquet and auction. Should this be the responsibility of the Banquet/Auction Committee, Ed wondered?

Raffle: Noting the Board's discussion at its last meeting about filing to conduct a raffle, Corinne affirmed that the application to hold a raffle has been filed with the State of Oregon.

The Dressage Foundation (TDF): Grants are available from The Dressage Foundation. Both ODS and chapters could be Violet Hopkins grant recipients.

Linda Acheson Education Fund wording update: After the February Retreat, Corinne received many requests for more information on the web site about this fund, so she drafted a page and distributed the language. An active link/button could be located on this page for contributions through PayPal. Claire questioned whether all of the proposed information needed to be included, particularly the financial specifics at the expense of language to encourage donations, but Corinne said that the proposed information is what members had requested.

Motion: Add the proposed page on the Linda Acheson Education Fund to the ODS web site.

Friendly Amendment: Gaye and Chris proposed the motion be accepted in principle, if not in its exact wording.

Second: Claire

The motion was approved by voice vote.

Action Step: Comments on the wording shall be submitted to Corinne by May 28, 2011.

Gaye recognized all the work that Corinne does and wished there was a way to communicate to ODS members the extent of her great efforts.

f) **2012 Fall Festival, Banquet and Auction:** The date and location for the Banquet have been set (Saturday, November 5, 2011, at the Shilo Inn-Portland Airport). Saturday November 5 will be devoted to educational seminars, with three classrooms reserved for Show Biz and other educational presentations. The rooms lack projectors, so Corinne appealed to the Board members for ideas about equipment. Classes will begin the day on Saturday, then move directly into the general membership meeting in order to encourage more attendance. ODS is now soliciting presenters who will waive speaking fees. USDF credit will be available at a cost of \$5 per class. If lunch is included in the attendance package (for which members will be charged), the facility will decrease its facility fee. Corinne asked for feedback on this idea. The Banquet and Special Awards would be held Saturday evening. Rachel Merusi is currently exploring how to attract a HUGE dressage star as keynote speaker, with inquiries made to luminaries such as Steffan Peters and Hilda Gurney. To successfully attract a high calibre of speaker, he/she must be able to host a symposium or clinic on Sunday at an appropriate facility such as DevonWood.

Action Step: The Board will be asked to vote on any expanded scope of the Fall Festival, Banquet and Auction by email.

Corinne further requested the Board's direction on the two possible tiers of banquetting fees as explained in the committee's submitted report. The consensus was to go with the Italian buffet option at lower cost (total of \$36.35 cost per person vs. \$44.80 with the Roadhouse Buffet). For the auction, the reserve on the bronze sculpture is 50%, retained by the auction company; this type of item successfully sold last year. The reserve on this year's donated sculpture would be \$1800. The Board approved for Corinne to proceed with obtaining the bronze sculpture as an auctionable item.

Finally, the Silent Auction needs someone to chair this year's event, being a subcommittee of the Awards Committee, which also lacks a chair currently. Gaye suggested looking at a master list of auction donors and inviting someone from that list to fulfill this needed role.

7. Financial Report

a) **Budget and Financial Reports:** Referring to the two-page Profit & Loss statement that he distributed, Chris directed the Board's attention to the two colored columns: they represent the 2010 budget and the current year 2011 budget. Membership is higher than predicted (1060 vs. 900); the increase in membership income is due to the increase in membership rate (\$60 in 2010 vs. \$75 currently). Of the \$75 members pay, ODS receives \$42.20 per member after USDF fees, *Flying Changes* subscription and the credit card processing fee are subtracted. Other sums of note on this spreadsheet: the income and cost of the annual banquet were previously lumped into one net line item, but are now properly divided between income and expenses; this is also the case for the silent auction; the "Intro to the Tests" clinic in January (special event item 3560) brought in \$9,650 as income; certain items need re-classification, which Corinne and Chris will work out. Reorganization of accounts will be accomplished by August, Chris assured. In sum, we are \$27,000 ahead of budget, thanks to income from the L Program and "Intro to the Tests" clinic, so perhaps the projected end-of-year loss on office operations will be less than forecast. However, Chris cautioned, these P&L figures concern only the ODS central office account, not wider operations that include shows and chapters.

- b) **W-2s and 1099 Reporting Challenges:** Chris explained that Corinne sent out additional reporting requirements for events that have been well received, notably collecting 1099 and contractor payments as the year proceeds rather than collecting them at the end of the year. Gaye applauded this new procedure. Corinne ensures that all gets reported as it happens. The reporting form for expenses with educational events has been modified to include more detail, all in the spirit of keeping records updated as events happen rather than deferring all reporting to the end of the year. These reforms are all in accordance with the Policies and Procedures Manual.
- c) **Update on Challenges with Banking/Owner-Names on Accounts:** Chris has yet to accomplish this assigned action step from the Retreat (see minutes of February Retreat).
- d) **Authorization for the Eagle Cap Chapter to Open Bank Accounts**
Motion: Gaye moved that the ODS Board authorizes the Eagle Cap Chapter to open bank accounts.
Second: Marsha Williams
 The motion was approved by voice vote.
- e) **Financial Committee:** Ed announced that he proposes naming Dolores to the Financial Committee. Any proposal for dues increase for 2012 must be made at this meeting. USDF did not increase the allotment that it takes from each member's fee. Other costs have held fairly steady. A small increase may be taken into account next year.

Motion: Gaye moved that since the Financial Committee proposes no increase in due for membership year 2012, that any dues increase be tabled for 2012.

Second: Rose Newman

The motion was approved by voice vote.

Motion: Gaye proposed that the Board approve naming Dolores to the Financial Committee.

Second: Marsha Williams

The motion was approved by voice vote.

8. Committee Reports

a) Strategic Plan

i. Financial Review Committee

As Chair of the Financial Review Committee, Claire presented the Committee's report (submitted beforehand) and explained briefly how the Committee conducted its work and arrived at its conclusions. Ed asked that Claire present each topic and propose the Committee's recommendations to the Board. The Board then began to consider the report point by point and discussed with the Committee the intent behind each topic, the rationale for considering change, and whether a change to the Policy and Procedures Manual would be in order to implement the recommendations. Subsequent discussion, focusing on the need for broader input for proposed policy changes, lead to the following motion.

Motion: Marsha moved that the Financial Review Committee report be circulated to all Board members, regional representatives and committee chairs and that the Committee solicit their comments by June 27th; the Financial Review Committee would then develop a list of motions for the Board's consideration and vote at the August 21, 2011 meeting.

Second: Gaye

The motion passed by voice vote.

Action Step: Claire will draft an outgoing email to accompany the report and will work with Corinne to distribute the request for comment to ODS Board members, regional representatives and committee chairs by June 27th.

ii. Communications Committee -- Marsha Williams

Marsha reviewed the task of the Communications Committee according to the Strategic Plan: in 2011, the Committee is charged with developing a marketing plan. The Committee has not achieved this initiative. Marsha, Ed and Donna Thayer -- one of the authors of the Strategic Plan -- reviewed the initiatives:

- Initiative #1 calls for increasing sponsorship by 10% for ODS-own events and publications. Marsha stated that she is at a loss about how to translate this into an action plan. Donna suggested revising the plan to assign this goal to the marketing committee as part of a marketing plan. The Board then discussed whether a marketing committee exists and what its purpose is. General consensus was that this needed to be clarified first.
- Initiative #2 calls for developing a member welcome packet to present ODS, benefits of membership, and volunteer opportunities.

Marsha concluded by saying that we need a marketing committee and plan, and further progress on these Strategic Plan initiatives is impeded without an accountable committee. Her sense is that we need to scale back, be more precise and define the steps that could be achieved this year. The goals in the Strategic Plans are too general right now, she remonstrated. A membership drive should be a big piece of this and should be spearheaded by Corinne. Rose clarified that there is no standing Marketing Committee within ODS, it is simply a subcommittee under the Communications Committee of the Strategic Plan.

At this point in the discussion, Ed turned to Patty for presentation of her work, stating that this might help clarify some issues, then come back to the discussion of the marketing committee effort. Patty stated that she sought input from members of the Board since last meeting, had not received guidance, so she had not done much to develop a marketing plan. The four goals that Marsha read as marketing goals under the Strategic Plan, she said, are:

1. retain members
2. grow members
3. increase sponsors
4. educate the public and other disciplines about dressage

Should we meld the 2011 initiatives into those for 2012 with more direction?

Ed suggested that we need to reconstitute the marketing initiative of the Strategic Plan, start all over with our goals and set specific time frames and action steps.

Immediate steps: Marsha believes that we must start planning a membership drive for next year now. The membership survey did not provide useful information to inform a marketing plan. We need to do another survey, including questions about demographics, education programs, and focus on different items. Ed asserted that the focus of the marketing initiative for this year will be a membership drive for 2012.

Action Steps: Marsha and Patty will work together to revise and conduct a new survey through Survey Monkey, with the aim of collecting information to learn characteristics of ODS members, motivations to join ODS and desired benefits/programs. The focus of the Strategic Plan for this marketing initiative will be a membership drive for 2012.

iii. Strategic Planning Group

Ed urged that we need to reconstitute the Strategic Planning Committee to reconsider a proposal to implement a marketing plan. Patty clarified that is precisely what she was urging in the first item of her report..

Action Step: Patty will work to tap individuals who can assist in providing direction to achieve a marketing plan under the Strategic Plan.

b) 40th Anniversary Committee

In the absence of Marla Santino, this item was tabled for discussion. The Board will vote on an articulated proposal by email when needed.

9. Chapter Reports

This item was tabled.

10. Old Business

a) Inactive Chapter

Lower Columbia Chapter disbanded and asked that their remaining funds be donated to the newly created Eagle Cap Chapter. Funds have been received in ODS central office. The Board declined to consider this request.

b) ODS Awards Committee Mission Statement

Ed and Chris had been assigned the action step at the February meeting to draft a mission statement for the ODS Awards Committee. Ed read the statement that he had prepared, with the aim of stressing volunteerism, teaching and support in addition to horse recognition.

Action Step: Ed will email the ODS Awards Committee Mission Statement to Board members for comment.

c) Dressage Horse Hall of Fame -- Joyce Stride and Marsha Williams

Tabled due to lack of time.

d) "L" Education Program -- Ed Miller

Tabled due to lack of time.

11. New Business

a) Sport Horse Awards

Dolores requested direction from the Board on further steps to clear out the back log of undistributed awards since 2003; she will incur another \$150 to distribute all of the awards due to members, accompanied by a cover letter that extends an offer to prepare an award plate if the recipient so desires

(for a fee). Dolores asked for the Board's approval to send out the award certificates that she has prepared, with the understanding that this might entail additional expense to what was budgeted.

Motion: Ed motioned that the Board allocate additional funds to the Sport Horse Awards to cover the costs of issuing award plates if recipients so desire, along with the additional costs of distributing the awards.

Second: Chris

The motion passed by voice vote.

b) New Chapter Application

The Lower Puget Sound Dressage Club (LPSD) in the Gig Harbor/Port Orchard area of Washington State has applied for reinstatement as a chapter of ODS (letter distributed by Corinne). In terms of transferring membership affiliations of individuals and allocating the GMO-destined portion of annual membership dues, Corinne explained that USDF will transfer \$20 from the Equestrian Institute (present affiliation of LPSD) to ODS as the USDF-portion of membership dues. This is a rare event, when a chapter transfers from one GMO to another. Currently the LSPD membership stands at 43 and is anticipated to mount to 60 next year.

Motion: Rose made the motion to accept the Lower Puget Sound Dressage Club (LPSD) as a new chapter of ODS.

Second: Gaye

The motion passed on voice vote.

c) Selection of USDF Convention Delegates and Representatives

According to recent changes in the Policies and Procedures Manual, the ODS Board must select at the present meeting its representatives to the USDF National Convention. ODS has the right to name five delegates but has stipends for only four. Rose asked if the ODS President always attends, and Ed replied that the President's attendance as a representative is optional. The President-elect traditionally attends, says Corinne. When Ed asked for a show of hands for those who plan to attend the convention, Rose, Gaye, and Claire all indicated that they so planned. The question arose as to the Board members who were not present at this meeting and their plans to attend: Jessica Rattner, Berneice Pohlman, and Sharm Daggett. Rose suggested contacting them before making additional selections. Ed will check with these people by email and then submit the proposed list of representatives to the Board by email for a vote. Jessica, Gaye and Debra Ringold could be PM delegates.

Action Step: Ed will contact Sharm Daggett, Berneice Pohlman and Jessica Rattner to inquire about their intention to attend the 2011 USDF National Convention in December. Ed will then submit a list of proposed delegate representatives to the Board for vote via email.

d) Nominations and Elections for 2012 State Positions Open

Marsha reported that ODS will again conduct an online election this year to fill two positions for director-at-large and four regional representatives. Rose will run for President, and the position currently filled by Francly Haupt is up for election.

e) Record Keeping Standards

Action Step: Ed will prepare a proposal for the next ODS Board meeting about standards for good records and archives, based on the USDF Policies and Procedures Manual and federal law for non-profit organizations. (This item was tabled at the Board's February meeting.)

f) Change Control Standards

Action Step: Chris researched software that could track changes in documentation but has not concluded his work. He will continue to do so for presentation at the next Board meeting.

g) Signatory Authority

Because the Financial Review Committee addressed this item in its report, Ed instructed that the Board shall consider this later within the context of the Financial Review Committee's proposals at the next meeting.

h) Committee Chair/State Position Openings

ODS Awards -- Ed will chair the ODS Awards Committee in 2012, but the chair is vacant for 2011. This position oversees two committees: the ODS Silent Auction Committee and the ODS Banquet Committee. Gaye suggested that Ed approach Randie Croshaw about taking on this task for the present year. She is very good at soliciting donations and has excellent contacts and fund raising experience to take charge of the Silent Auction.

Action Step: Ed will contact Randie Croshaw about chairing the ODS Awards Committee for 2011.

i) Committee work and reporting procedures; how committees work and how committees report to the Board; inclusion of staff, ODS President, etc.

Although Ed noted the Board's meeting time had run its course, Rose urged that this item receive the Board's priority attention for the next meeting. Chris offered that this sort of organizational behavior matter might better be discussed at the annual Retreat. Ed noted that USDF offers good guidance on how to run successful GMOs and the procedures for good communication and sound operations.

Action Step: All committees shall be reminded to copy Ed and Corinne on all communications to the Board.

12. Adjournment

Motion to Adjourn: Rose so moved at 2:10 pm.

Second: Marsha

The Board approved the motion to adjourn on voice vote.

13. Next Meetings

2011

August 20 -- "The Meeting Place," Springfield Mall, Springfield, OR 10:00 am - 2:00 pm

November 4 -- Shilo Inn, Portland Airport Location; 7 - 9 pm, with any remaining business conducted online or via conference call OR on Sunday November 6, 10 am - 2 pm (in conjunction with the Fall Festival and annual member general membership meeting on Saturday, November 5, 10 am - 2 pm)

Proposed 2012:

February 4/5 -- Silver Falls State Park Conference Center, Silverton, OR; Saturday noon - Sunday noon
May 12 -- Springfield/Eugene area; 10 am - 2 pm
August 18 -- Springfield/Eugene area; 10 am - 2 pm
November 3 -- Portland area, in conjunction with Fall Festival and annual membership meeting and awards banquet; general membership meeting Saturday, November 3, 10 am - 2 pm; Board meeting Sunday, November 4, 10 am - 2 pm

Respectfully submitted,

Claire Fronville Evans

**Action Steps Resulting From
Oregon Dressage Society
Board Meeting
May 21, 2011**

1. **ODS Publications/Roster:** Corinne will add the request to post password-access membership roster to scope of work with USDF web services.
2. **2012 Membership Online:** Corinne and Chris will prepare a proposal for the Board's consideration, whether to process online memberships through USDF or PayPal (or some other option) for the 2012 membership year.
3. **Web Page for Linda Acheson Education Fund:** Comments on the wording shall be submitted to Corinne by May 28, 2011.
4. **2012 Fall Festival, Banquet and Auction:** The Board will be asked to vote on any expanded scope of the Fall Festival, Banquet and Auction by email.
5. **Strategic Plan Financial Review Committee Report:** Claire will draft an outgoing email to accompany the report and will work with Corinne to distribute the request for comment to ODS Board members, regional representatives and committee chairs by June 27th.
6. **Strategic Plan Communications Committee:** Marsha and Patty will work together to revise and conduct a new survey through Survey Monkey, with the aim of collecting information to learn characteristics of ODS members, motivations to join ODS and desired benefits/programs. The focus of the Strategic Plan for this marketing initiative will be a membership drive for 2012.
7. **Marketing Plan/Strategic Planning Group:** Patty will work to tap individuals who can assist in providing direction to achieve a marketing plan under the Strategic Plan.
8. **ODS Awards Committee Mission Statement:** Ed will email the ODS Awards Committee Mission Statement to Board members for comment.
9. **Selection of USDF Convention Delegates and Representatives:** Ed will contact Sharm Daggett, Berneice Pohlman and Jessica Rattner to inquire their intention to attend the 2011 USDF National Convention in December. Ed will then submit a list of proposed delegate representatives to the Board for vote via email.
10. **Record Keeping Standards:** Ed will prepare a proposal for the next ODS Board meeting about standards for good records and archives, based on the USDF policies and procedures manual and federal law for non-profit organizations.
11. **Change Control Standards:** Chris researched software that could track changes in documentation but has not concluded his work. He will continue to do further work on this inquiry for presentation at the next Board meeting.
12. **ODS Awards Committee Chair 2011:** Ed will contact Randie Croshaw about chairing the ODS Awards Committee for 2011.
13. **Committee Work and Communications:** All committees shall be reminded to copy Ed and Corinne on all communications to the Board.