

Oregon Dressage Society Board Meeting
Saturday, May 11, 2013
Wilsonville Chamber of Commerce

Present: Rose Newman, President; Christopher Main, Treasurer; Claire Evans, Secretary; Patty Armstrong; Anna Bigwood; Lisa Koch; Ed Miller; Corinne Stonier, Executive Director
Committee Members: Dolores Morgan

1. **Meeting Called to Order** at 10:17 by President Rose Newman, a quorum having been achieved.

1.1 **Introductions:** All introduced themselves.

1.2 **Announcements:** None to report.

1.2.1 **Newly Appointed Committee Chairs** (None at this time)

1.2.2 **Newly Appointed State Positions** (None at this time)

1.2.3 **Vacancies/"Help Wanted" Committee Chairs, State Positions:** Rose noted that more publicity is needed. Corinne will post the two vacancies below on the volunteer sign-up schedule with a link to the position descriptions. Dolores suggested that more duties should be assigned to regional representatives, such as finding people to fill offices. Patty asked what the two positions below do; the position descriptions can be read when Corinne inserts a link to the volunteer section of the ODS web page. The Publications Committee chair position description is in the Policies & Procedures Manual (PPM).

1.2.3.1 Assistant Treasurer

1.2.3.2 Publications Committee

Rose raised the matter of attendance at Board meetings (see PPM, Chapter III, Section III). She stressed that it is difficult to achieve a quorum and conduct business on a volunteer board, yet a Board member's duties are clearly listed in the PPM, including regular attendance of all Board meetings. For months many Board members have not attended regularly. Proxy votes have been discontinued (NOTE: this wording must be changed in the PPM) resulting from a change in the Bylaws to disallow alternates. Chris suggested that all Board members be reminded of the obligations to which all agreed upon appointment. Ed proposed that all receive a letter with this reminder. Some discussion ensued over what "all meetings" included, given that fairly recently the Board has been holding monthly conference call meetings in addition to the quarterly face-to-face meetings. Ed suggested a number of changes in procedure, such as replying to the ODS Office instead of the president about intent to attend; no proxy votes; and clarifying that attendance is expected at "all meetings" as opposed to "quarterly meetings." Ed will circulate a group of proposed changes to the PPM.

Action Step: Ed will propose relevant changes to the Policies and Procedures Manual to address attendance requirements at Board meetings.

Chris suggested that Rose send a reminder about upcoming meetings to Board members. Claire agreed and urged that Rose send a communication reminding all members of duties and obligations, and announce that Ed will prepare a package of changes to discuss at the next Board meeting. Rose will send a physical letter (not email). Dolores asked whether the minutes reveal who wasn't present. Claire suggested suasion first through a letter that also lists the dates of the next meetings. Perhaps in the future, action warranting, others could contact those individuals who don't attend, Patty urged. All agreed to start with a letter, the content of which would be left to Rose's judgement. Lisa suggested that the conference calls include a roll call, which Rose said she intends to do. She will also reintroduce the "rules" of conference call meetings.

Action Step: Rose will send a letter to all Board members reminding them of their duties and obligations, with particular attention to attendance at Board meetings; this letter shall include dates and locations of upcoming meetings.

1.2.4 **Health Concerns/Status:** Corinne sent out a business member message on Lyme disease upon the request of Blue Bridle, ODS' insurance carrier. Corinne reported that some members called the office with concerns that there were break-outs in Oregon.

2. Approval of April Conference Call Minutes: Rose noted that she was tasked with communicating with Jane Baer that the Board was not inclined to act on her request for a protest to a USEF rule change. Rose had not yet followed up on that, because she wanted to verify whether ODS did anything other than standing up at the national convention during the discussion of the rule change proposal and expressing concern? No, said Ed. Rose investigated the USEF web site to see how to protest rule changes, which requires a written comment. So “appropriate procedure” was not followed, since ODS did not write to USEF with a written protest. Rose believes the minutes should reflect that ODS did not submit a formal comment to the USEF subsequent to the USDF convention.

Motion: Ed moved that the April 2013 Conference Call minutes be reflected to state that Rose would communicate to Jane Baer that ODS did not submit a formal comment to the USEF subsequent to the USDF convention. Chris seconded. The motion passed by voice vote.

Accordingly, the Action Item in the April Conference Call Minutes is amended to read:

Action Item: Rose was tasked to respond to Jane Baer and communicate that her concerns were the topic of an extensive discussion at the USDF National Convention, were expressed on the floor during a discussion of rule changes according to appropriate procedure at the national convention, without any impact.

3. Changes to the Agenda/Adoption of the Agenda: Rose proposed renumbering so that the items conformed in numbering to those of preceding minutes, separating out “Old Business” and “New Business” as stand-alone headings rather than numbered items, and to add a Financial Committee Report under Committee Reports. Corinne requested an additional item under correspondence and sponsorship request.

Motion: Claire moved that the agenda as amended be adopted, Rose seconded, and the agenda was adopted on voice vote.

4. Correspondence

4.1.1 Miscellaneous Thank You Notes: Corinne passed around letters concerning the slowly advancing Wallace Bridge Equestrian Center project, including a letter from Congressman Kurt Schrader. Another letter from the US Dressage Foundation announced support for the youth camp.

4.1.2 Sponsorship: The office received a letter recently in which The Century Club sought assistance in announcing sponsorship opportunities. Corinne proposed that this opportunity be distributed to chapters for their awareness. Teams can qualify even in schooling shows.

Motion: Rose proposed \$100 donation (possible in public relations budget) to grant a Century Club plaque to one team member. Anna seconded. The motion passed by voice vote.

Another letter was received from Oregon High School Equestrian Team (OHSET) concerning sponsorship opportunities for classes at the Annual Championships, specifically \$150 to sponsor the annual dressage champion (individual). Ed believes that support of young riders is very important and urged that this contribution be approved. ODS will receive recognition on the OHSET web site (active link).

Motion: Ed moved that ODS donate \$150 to sponsor the OHSET annual dressage champion, Lisa seconded; the motion passed by voice vote.

5. Executive Director Report

Membership: Corinne Stonier reported that membership numbers are slightly lower than at this time last year. As of May 1, ODS has a total of 1,008 members (compared to 1,053 in 2012). Chris asked how many ODS members live out of state, and Corinne said this would require a zip code analysis. Ed will discuss this later in the meeting.

Another group very near the Canadian border, north of Seattle, is trying to decide whether to form as an independent GMO or as an ODS chapter. This request might be coming and increase membership by approximately 35, Corinne noted.

Investigating transaction failures for online joiners takes time and still presents challenges. Chris noted that he set up two web site trials, but the cost comes in when processing payments. Corinne is frustrated by the time consuming challenge that this entails. She is testing registration for the youth camp with Adobe Forms and believes it is flexible and cost effective at \$19.95 per month for three active forms. If payment is not made through Pay Pal or by credit card, ODS receives notification. Another online payment processing option would charge an annual fee of \$6,000. Chris was looking at good front-end options but found poor back-end results in terms of connecting with USDF. Corinne hopes to have a trial for online ODS membership processing by the next Board meeting.

Publications: The roster has been mailed and will soon arrive in mailboxes. The ODS Finance Committee has asked Corinne to develop a publications budget for next year, which she hopes to have by June.

Insurance: Insurance matters have been calm. Some chapters need to improve their reporting of incidents; Chris suggested that after three such misses, Corinne contact them directly. The insurance carrier has begun denying all recreational activities such as trail rides and “for fun” camping, because there is no educational component and no clinician/educator, which would qualify an event as fulfilling the ODS mission. The insurance carrier has been far more reluctant to approve coverage for many non-show events. Rose and Chris suggested asking the insurance agent to clarify what is required for coverage; Corinne replied that any recreation event is likely to be denied, since it would not be educational in purpose (linked to the ODS mission). The core concern is to make sure that event organizers understand that the event have educational value, and this needs to be communicated to chapters. Corinne will communicate this to the chapters.

Action Step: Corinne will communicate to chapter officers and leaders that, in order to qualify for ODS insurance coverage, any event must have a stated educational component and/or instruction.

Corinne gave to Chris the business owner’s policy quote.

Show Management: Eqentries.com uses online membership cards for the Donida show. ODS cards are not online, because our data base is not online. Chris explained that Fox Village and similar sites now offer this online feature, greatly expediting show registration. Riders pay an extra \$5 for such service, and the show organizer receives a check afterwards from the company.

Volunteers: Volunteer sign-up online is going well, with positive feed-back. One hundred percent of the volunteers for the NW Horse Expo signed up online, and one hundred percent showed up! This has greatly alleviated email back-and-forth with volunteers for Corinne.

Western Dressage: Outreach efforts to the Oregon Western Dressage Association resulted in that organization’s sending Corinne an email; OWDA is part of WDAA (their tests are in the USEF test book, along with the Morgan Division). The OWDA board is favorable toward joining ODS. Joint postings for shows and trainers are already resulting (i.e., Julie Malick).

New ODS Committee: Corinne reported that an ODS para-equestrian is investigating the creation of a para-equestrian committee within ODS. This news was favorably received.

6. Financial Report: Christopher Main reported that the problems in closing the former year’s financial report resulted from mis-entry of data between last year and this, but he is sorting that out and will have the final figures for tax computation by the end of the month.

6.1 **Budget and Financial Reports:** See Appendix A. In reading this report, it should be noted:

1. Membership income is almost exactly identical to last year's as of May.
2. The Fall Festival budget line now appears as Banquet, since there was no Fall Festival in 2012, and the budget is reflected accordingly.
3. The items marked with an asterisk (*) are about 2/3 of the way through to the annual total, paid monthly.

Two-thirds of the ways through the year the financial picture looks good, Chris stated, but most of the expenses are yet to be incurred. Membership numbers are only slightly down, as Corinne reported; 5-10% of membership comes in after May, but it appears that the targeted number for 2013 will still fall short. Based on current figures, Chris reported on some highlights: Income to date is approximately \$128,000, and cost of goods sold \$59,000 (about \$9,000 over budget). Total expenses so far total \$68,000. Net income is therefore \$1,300 thus far. About \$19,000 remains in predictable expense, so it seems likely that there will be a loss this year. There are no large programs that generate income in the pipeline, as we enjoyed in 2011.

The bank balances as of end of April are:

General checking: \$49,951
Linda Acheson Education Fund: \$42,322
Winnie Heiney Duncan Fund: \$200

Recently a savings account was discovered and traced to the Winnie Heiney Duncan Fund in its origin. This account was located and will be modified to remove Janet Snazuk as signatory authority. Chris and Corinne will become the new signers on the account; this will be added to the ODS books and reported on.

Motion: Claire moved that Janet Snazuk be removed from the ODS savings account and that Christopher Main and Corinne Stonier become the newly designated signatory authority on this errant savings account. Chris seconded the motion, which passed by voice vote.

Action Step: Claire (as Secretary) will work with Corinne, Chris and Chase Bank to remove Janet Snazuk from the ODS savings account and designate Christopher Main and Corinne Stonier as the signatory authority on this savings account.

6.2 Report on Sales Tax for Washington Chapters of ODS (written report submitted by Chris Main)

Registration for sales tax in Washington State

Submitted by Christopher Main

I was required to research whether or not ODS would be required to register for Sales Tax with the Washington State Department of Revenue ("DOR").

It appears that ODS does not need to permanently register for sales tax purposes. Two documents which I was guided to indicate this:

General discussion of Nonprofit Organizations within the tax system of the State of Washington:

<http://dor.wa.gov/content/doingbusiness/business/types/industry/nonprofit/default.aspx>

Notes:

1. ODS is considered a non-profit organization for WA tax purposes because it qualifies as a non-profit for federal tax purposes
2. ODS would not normally be exempt from paying sales tax on purchases in the state of Washington (not the subject of this review)
3. Non-profit organizations are taxed on business activities like any other corporations, but
4. Fundraising activities are generally exempt from the tax, AND from the requirement to register.

Special Notice dated August 13, 2009 goes into fundraising exemptions in more detail:

http://dor.wa.gov/docs/pubs/specialnotices/2009/sn_09_nonprofit.pdf

If it turns out that ODS holds an event in Washington State which would require it to pay sales or business taxes, then ODS can register on a per-event basis, instead of maintaining a permanent registration. This should be done two weeks prior to such an event taking place.

Regarding the payment of sales tax on purchases:

In addition: “Nonprofit organizations making purchases for resale for qualifying fundraising purposes may use a resale certificate so that sales tax will not be due on these purchases.”

Open questions:

1. What kind of sales activities are conducted by the two chapters in Washington State?
2. Can they be classified as fundraising activities only?
3. If not, what activities are they and does ODS need to apply for an event registration?

Chris addressed the report as submitted (above). There is no need to register permanently for Washington sales tax as a vendor, but rather on a case-by-case basis as dictated by shows. Corinne would like the submitted report to be entered in Chapter X of the PPM. This will be tasked to Rose.

Action Step: Rose will ensure that the Treasurer’s report on registration for state sales tax be added to Chapter X of the Policies and Procedures Manual.

6.3 Status Report on moving Education Fund Account from Merrill Lynch to Chase: This has been achieved.

6.4 Authorizing Changes to Savings Account at Chase and updating title of account to Winnie Heiney Duncan Fund: Done (see above)

7. Committee Reports

7.1.1 Awards Committee: Ed Miller

Submitted Report: (NOTE: The Secretary was not able to import a histogram that was submitted as part of this report.)

Licensed Show Award Program

Christopher Main prepared the analysis of scores and determined that 514 plates were earned by 361 horse/rider pairs at the 56 USEF/USDF Licensed shows with ODS Approvals.

Plates cost \$5.50 each to be engraved. Data is not available for shipping and mailing expenses. The cost for 2011 was calculated to be \$1.27. For the purposes of this analysis, shipping expenses were assumed to be the same as last year. Total cost for the awards plates was \$3479.78.

Income for the plates must be considered an estimate at best. We do not have a mechanism in place for tracking payment of awards fees by shows. The only data available is entry of checks into the QuickBooks program. There were 4 shows that did not submit the required \$1.00 fees. Correlation of rides reported to USDF and fees returned to ODS are sketchy at best.

Based on USDF ride data, there were 3,343 rides which should correlate to \$3,343 income. The non-reporting shows should have contributed \$179. There are many discrepancies between rides reported to USDF and fees submitted to ODS, both positive and negative. In fact, of the 56 Approved shows, only one showed an agreement between USDF ride data and fees collected, and that one was for \$3.00. QuickBooks reports indicate that ODS actually collected \$3,944 in fees.

In addition, there was one show (Dressage in the State of Jefferson) submitted the fees but the rides were not included in the data collected by USDF because of the differences in the definition of show years. Inclusion of the that show would have resulted in the addition of 22 new plates (cost of \$148.94 with income of \$87) and a modification of 10 other plates.

CONCLUSION: Even with the uncertainty of cost and income data, it seems reasonable to conclude the program at least broke even for 2012.

League Show Program

Siobhan Barker collected the league show results and calculated the plate award data. A total of 416 award plates were earned by 319 horse/rider combinations.

Costs for the league show plates were identical to the licensed show plates, \$5.50 each. No information is available on mailing costs and was assumed to be the \$1.27 determined for 2011. Total cost for the league show awards \$2816.32.

No information was available for income generated by the \$1.00 fee.

CONCLUSION: Lack of information precludes completion of a detailed of cost analysis.

DSHB Program

Dolores Morgan collected the scores from the DSHB program and calculated the award plate information. Nine plates were awarded at a procurement cost of \$9.00 each for a total of \$81.00. The DSHB plates cost more than the horse/rider plates because of the additional engraving required.

No income data was available to do a cost analysis. Anecdotal data suggests that this program brings in enough fees to more than cover the cost.

Impact of USEF \$1.00 fee policy

An analysis was performed to determine the impact of the USEF change in policy for the \$1.00 Award fee. Since the policy change that requires the fee to be applied to all riders, the number of shows seeking ODS Approval when from 56 in 2012 to 24 in 2013 (to date). Most of the shows had minor impact on the awards fees with just a handful of ODS members in the competitions. The largest impact comes from the dropping of the EI shows in Washington and the Regional and Northwest Championship shows. Those shows not seeking approval for 2013 contributed approximately \$1038, or approximately 26% of the income for the awards program.

On the other hand, the number of shows seeking ODS approval which will not have to apply the \$1.00 fee to all entrants will contribute an increase of an estimated \$950 to the program.

CONCLUSION: The change in the USEF \$1.00 policy has minimal impact on the ODS award program income. It is likely that the change will also result in fewer award plates being earned, a net gain in the income/expense ratio.

Impact on ODS Championship Show qualifications

As noted above a shows available for qualification for the ODS Championships will be significantly less in 2013. A review of the data suggests that those riders who qualified at the dropped shows, also competed at the shows which will continue to be approved, most notably the Donida shows and the Spokane shows. Those shows made a strategic decision to continue to be ODS approved for the purposes of drawing additional entries in conjunction with the ODS Championship qualifications. It is reasonable to conclude that the USEF Policy change will have minimal impact on the current method of ODS Qualification.

On the other hand, if ODS changed the method of qualification to open it up to more riders, there is a strong possibility that the Donida and Spokane would lose their business advantage and therefore decide not to seek ODS approval in the future. That would have a huge negative impact on the contribution to the ODS Awards Program.

RECOMMENDATION: I recommend the method of qualification for the ODS Championships continue unchanged. We can revisit the issue at a later date after we gain some experience with the situation as it currently exists.

Ed acknowledged that there is no good way to track the collection and reporting of awards fees throughout the year; there are three shows with outstanding fees (all managed by Barb Funk). Who will track these missing fees and follow up? There are no checks and balances throughout the year between show management and the Treasurer, and the figures do not match at the end of the year. Corinne and Siobhan have created a spreadsheet to track the show fees and shared this with Ed, who is the Awards Committee Chair. A tighter system now exists for checking whether a competitor is an ODS member, asserted Corinne. The ODS show year is based on our membership year, and the dates of the USDF show year differ, which leads to some omissions of awards to which people were entitled (in 10 cases). This must be acknowledged, the Board agreed. Ed said Corinne pointed out that there is a written policy, which he cannot find, that the rider must check their scores for accuracy by a date specified in the award posting notice. After that date, ODS is not responsible for corrections. Corinne needs to research the policy. Ed clarified that it appears in the minutes of October 2010 meeting, which needs to go into the PPM. Corinne read from an email that she sent out January 4, 2013 explaining the awards procedure; this email places responsibility on riders to check and request an award, if they believe that they have qualified. Ed believes this needs to be incorporated in the PPM, which he shall do. These guidelines exist in the roster, Omnibus, and online. Discussion ensued whether the PPM needed to be amended as well.

Action Step: Ed will make necessary and conforming changes in the Policies and Procedures Manual to include the requirement that a rider must submit a written request for an award-qualifying score to be considered, if there is any discrepancy due to the dates of the show year.

In 2010, with the approval of the Board, the committee dropped the asterisk that denoted the threshold of a score. The distinction of scores above 70% (one asterisk) or 80% (two asterisks) is no longer made, but the plaques still so indicate. Ed will contact Capitol Trophy and amend the plaques.

Action Step: Ed will contact Capital Trophy and request removal of the asterisk reference.

Ed then took up the discussion of the impact of the USEF \$1.00 fee policy (see discussion in report, above), which his study concluded would be minimal. The effect of this policy on the number of qualifications for the ODS Championship Show would also be slight. He recommends no change in policy and predicts a slight income resulting from the awards fees. Ed also pointed out the histogram he submitted and the heavy concentration of riders who qualify with only one ride, while bearing in mind the cost for each plaque is about \$7. He is going back to the annual show data, counting the number of actual rides vs. qualifying rides. Chris thinks that there are 6.45 rides for every plate issued, based on his analysis.

7.1.2 Financial Committee

Chris reported on the Financial Committee's meeting held last Tuesday (the first in a year) and discussed five items:

- (1) **Financial Report** (see above)
- (2) **Dues Increase:** The committee considered whether to recommend a dues increase at this Board meeting (as required by PPM). The fixed cost of a *Flying Changes* subscription has increased \$3 since the last membership dues increase. The committee chose not to recommend an increase in dues this year. Lisa asked what other GMOs charge, and Rose explained there is great variation across the country; many GMOs have no paid staff, but it would be hard to imagine ODS' operations without Corinne. Patty asked about the California Dressage Society (CDS); CDS does contract out staff work (Paula Lang) for a membership of about 3,800, with an active membership of \$70. However, there is no difference between a youth membership and adult within CDS, whereas ODS gives young riders a break. NEDA is 100% volunteer staff, but each event is bid out for staffing and operations.
- (3) **Budget:** The budget process was launched for presentation to the Board in August. Events that have been identified as potential revenue generators include Adult Programs and Fall Festival; the committee considered conferring with any event planners and setting income targets. The committee also thought about restricting postal costs among chapters for the distribution of awards plaques. Ed cautioned that this must be built into the awards distribution process rather than left to individual chapters and suggested polling the chapters. Lisa wondered how to check whether someone picking up another rider's plaque actually delivered it. Anna asked how a member would receive her plaque, if she were not a chapter member? ODS would need to mail it, in that case, said Ed.
- (4) **Position descriptions:** Chris has wanted for a long time to review PDs for Treasurer and Assistant Treasurer. These will be prepared in time for the July conference call.
- (5) **End-of-year data collection:** Chris noted that some chapters could do well with some guidance in compiling financial data for the end of the year and suggested a review with all chapter officers by conference call, either at the beginning of the calendar year (January) or at the end of the fiscal year. Ed suggested both, since how the data is collected throughout the year in part determines how well it is reported at the end of the year. As an example, chimed Chris, is that one of the tasks of the assistant treasurer is to collect the W-9s throughout the year rather than just at the end of the year. This helps improve the quality of the data.

8. Chapter Reports

8.1 SJD -- Submitted Report:

The SJODS Spring Fling League Show, held on April 21st was full with a waiting list and provided a whole day of competition. The club is looking ahead to October for it's next show - Dressage in the State of Jefferson. In the meantime, we are planning the Adult Amateur Camp, with Jeremy Steinburg and Shauntel Bryant for the last week of August. The club is also sponsoring regular clinics with Jutta Schott. The clinic series began in March, and the second clinic was held in May. The next date is in July. Check the ODS calendar for further details about all these events and join us!

Business items still in the works are our youth outreach through our Youth Committee, the building of a new chapter website and our efforts to increase the numbers of members participating in our monthly meetings. SJODS meets the first Wednesday of every month and all are welcome!

OLD BUSINESS

9. Recommendations about Alternative Qualification for the ODS Championships: Ed Miller
Discussed above.

10. Online Liability Waiver: Christopher Main

Chris investigated the background of this topic as discussed at the previous Board meeting. In 2001 federal law was passed to permit e-signature, and this is a valid procedure in Oregon. Of concern, though, is that the liability waivers have not yet been tested in the courts, so the legal parameters remain judicially unverified. One web site about sports and law was very informative, he found. As long as you follow the rules and collect the data, storing the list of those who have signed it and the copy of the document, that is all that is needed. ODS would not need to hire an outside company to do this as was part of the Board's earlier discussion, only a high volume would warrant contracting with a firm to keep these records. In conclusion, if ODS decides to engage in e-signing of liability waivers it seems feasible, if we wish to assume the legal uncertainty. Even presently not all participants in ODS events would choose to sign online, so a hard copy version of collecting signatures will still need to be maintained. So e-signing adds to the process, it does not replace.

Currently, Corinne explained, for the ODS youth camp the liability waiver and horse vaccination forms must be printed out and mailed to the camp organizer or brought to the camp. Jessica (camp organizer) hopes to automate all steps. Chris bristled that he researched only the feasibility of an online liability waiver, nothing about vaccination forms. Clicking on the button is legal, he asserted, but the act is surrounded by a much larger legal framework, as he just elaborated. What is at risk is a health insurance company suing for an injury. Ed cautioned that there are many interesting matters under discussion but believes paper-based systems remain preferable. Chris agreed that this is too short a time frame for an adequate consideration. The Board concluded that the Youth Camp must have a paper liability waiver procedure again this year.

11. Task Force: Sponsorship Links on ODS Web Site: Claire Evans

Clarification that active links for sponsors' logos would appear in Chapter III of the Policies and Procedures Manual, under "Guidelines for ODS Sponsorship" (paragraphs 1 and 4) and "Guidelines for Advertising in ODS Publications" (paragraph 1).

The case for allowing sponsors to have active links from a sponsorship web page to their own corporate web site could include the following:

1. Recognition of sponsorship without explicitly advocating products
2. Benefit that might induce more sponsors to donate for exposure and recognition
3. Possibility of structuring higher levels of sponsorship to qualify for active links, to ODS' financial benefit
4. USDF has set a standard by allowing active links from its "Sponsors" main web page: <http://www.usdf.org/business-opportunities/sponsorship/current.asp>
5. Most users would understand that, having left the ODS web site, this is not an endorsement of the sponsor's products

Alternatively, the case against active links could be made as follows:

1. "Nothing is expected in return" of sponsorship, so simple recognition should suffice
2. Allowing a corporate logo is already plenty of recognition and borders on advertising
3. Confusion over whether ODS is giving its "official" approval of this sponsor over competitors
4. Precludes possible future sale of advertising banners on ODS web site (see bottom of home page of USDF: <http://www.usdf.org/>)

These are paid advertisements with pop-up ads

5. Loss of control over users' perception of sponsor, once they leave the ODS web site

6. Absent a comprehensive marketing plan, offering active links might prematurely bind ODS to giving away sponsorship benefits without having developed a fuller policy of advertising and sponsorship requirements
7. Lack of expertise presently to oversee this policy change

Recommendation: The Task Force on Active Sponsorship Logo Links recommends not allowing such sponsor benefits at this time.

Discussion revolved around seemingly arbitrary differences between this recommendation to forestall active links for camp sponsors and established practice on the ODS Championship Show web site: sponsors for the championship show enjoy active links that remain active for the full year. Patty argued that exposure is important and should continue. Corinne noted that several chapters have active links on their web sites, too, which Ed believes violates the PPM guidelines on promotion and advertising. Corinne urged that the Board attempt to understand how subtleties in the PPM remain unknown to “active movers and shakers” who are trying to help their chapters and be creative for the activity and growth of their groups. Claire noted that setting standards for web site practices was foreseen as one of the tasks of the Ad Hoc Publications Committee (which remains unpopulated). Recognizing that this committee should weigh in with its guidance, Rose revealed that she has thoughts about who might join the publications committee and will make some phone calls. Patty expressed frustration over the lack of action from a former communications committee in which she had participated and justified her hesitancy to step up to join the pending ad hoc committee, certainly not to lead.

Action Step: Rose will send out an urgent call for participation in the Ad Hoc Publications Committee.

NEW BUSINESS

12. Formation of 2013 Nominations Committee for Board of Directors (see PPM Chapter II, p. 12)

Rose announced that no one has stepped forward to participate on this committee and the additional nominations committee under agenda item 13. Open for nominations are the two at-large positions (currently occupied by Ed and Claire) and the four regional representatives. The at-large directors whose seats are up for election cannot be members of the Nominations Committee. One current director at-large not running for election must be on the committee as well as a member in good standing. Lisa Koch (a director at-large) offered to chair the Nominations Committee. She will seek another member.

13. Formation of 2013 Nominations Committee for ODS Officers (see PPM Chapter II, p. 13)

14. Omnibus Fee after December 31: Rose remembered that another item needed to be added. Currently if members do not renew by December 31, they are charged \$10 as a late fee for the Omnibus. This applies **only** to renewing members.

Motion: Rose proposed that the late fee be increased to \$30 and Ed seconded. The motion passed by voice vote.

At 1:17 pm, Claire moved that the meeting be adjourned; Chris seconded. The motion passed.

Action Steps

1. **Board Member Attendance, Policies and Procedures:** Ed will propose relevant changes to the Policies and Procedures Manual to address attendance requirements at Board meetings.
2. **Board Member Attendance Reminder:** Rose will send a letter to all Board members reminding them of their duties and obligations, with particular attention to attendance at Board meetings; this letter shall include dates and locations of upcoming meetings.
3. **USEF Rule Change (revised from April minutes):** Rose was tasked to respond to Jane Baer and communicate that her concerns were the topic of an extensive discussion at the USDF National

Convention, were expressed on the floor during a discussion of rule changes according to appropriate procedure at the national convention, without any impact.

4. **Qualifications for Insurance Coverage:** Corinne will communicate to chapter officers and leaders that, in order to qualify for ODS insurance coverage, any event must have a stated educational component and/or instruction.
5. **Change of Signature Authority:** Claire (as Secretary) will work with Corinne, Chris and Chase Bank to remove Janet Snazuk from the ODS savings account and designate Christopher Main and Corinne Stonier as the signatory authority on this savings account.
6. **Registration for State Sales Tax:** Rose will ensure that the Treasurer's report on registration for state sales tax be added to Chapter X of the Policies and Procedures Manual.
7. **Annual Awards and Rider's Responsibility:** Ed will make necessary and conforming changes in the Policies and Procedures Manual to include the requirement that a rider must submit a written request for an award-qualifying score to be considered, if there is any discrepancy due to the dates of the show year.
8. **Award Plaques:** Ed will contact Capital Trophy and request removal of the asterisk reference.
9. **Ad Hoc Publications Committee:** Rose will send out an urgent call for participation in the Ad Hoc Publications Committee.

Respectfully submitted,

Claire Fronville Evans
Secretary
May 22, 2013