



Established in 1971, The **Oregon Dressage Society**, an affiliate of the United States Dressage Federation, exists to educate, promote and inspire its members and the general public through programs, publications and competitions, in a way that enhances the image of Dressage and promotes the welfare of the horse.

# ODS Board of Directors Meeting Agenda

Wednesday, December 11, 2013  
Conference Call

## 6:30 PM Open Meeting

1. Call to order – *Rose Newman*
  - a. Roll Call
  - b. Announcements
2. Approve meeting minutes – *Rose Newman*
  - a. November– posted online
3. Adopt agenda – *Rose Newman*
4. Executive Director Report—*Corinne Stonier*

## Old Business

5. Sending ODS Representative to the USEF Convention - *Gaye*
6. Charter GMO situation with USDF – *Corinne*
7. .
- 8.

## New Business

9. Proposal for 2014 ODS Fall Festival
10. USEF Rule Changes
11. Locations / 2014 Face to Face Meetings

# 2014 ODS Fall Festival Proposal for the ODS Board Meeting – via Conference Call, December 11, 2013

## **Event Management:**

Oregon Dressage Society, Inc.

## **Combined Effort with:**

- ✓ ODS Awards Committee
- ✓ Adult Programs
- ✓ Youth Programs
- ✓ Para-Equestrian
- ✓ Dressage Sport Horse

## **Coordinator:**

Corinne Stonier – ODS Office

## **Confirmed Helpers:**

C. Brant Page, Auction  
Stephanie Willus, Hotels, Travel  
Rose Newman, Hospitality/Food  
Ed Miller, Demo Horse/Rider Coordinator  
ODS Youth Programs Committee, onsite  
registration & parking  
Joyce Stride, Special Awards

## Details:

Our 2014 Oregon Dressage Society Fall Festival will be held Saturday, November 1<sup>st</sup> and Sunday, November 2<sup>nd</sup>, 2014. It will be a mixed-type educational event, combining classroom workshop education and a symposium style clinic on both days.

The event theme will be “**Dressage is for Everyone**” and will reference the book “Dressage for the Not So Perfect Horse.”

USA Olympian Debbie McDonald and international judge and author Janet Foy have been contacted to headline this event. Additional classroom speakers will be located based on ideas obtained from the most recent education survey.

Collaboration of our ODS Committees mentioned above will be vital in promoting the event as well as providing demonstration horses and riders; in addition, this event will incorporate the largest volunteer appreciation opportunity ODS has ever developed.

The annual special awards banquet, or an alternative reception, will be held in conjunction with the 2014 ODS Fall Festival on Saturday evening.

We will be running a silent auction during the event, however, the duration of the auction (Saturday all day, Saturday evening only, or Saturday and Sunday all day) will be dependent upon the location. We may have the option of also running an oral auction, should adequate items and appropriate facility be secured.

The public goal of the Fall Festival/Banquet/Auction is to be a fundraiser. The income and expenses will vary from this proposal slightly as they will be dependent upon facility choice, the possibility of obtaining grant funding from TDF and affordable travel/transportation.

Auditor prices would be set based on the actual cost of the event; it is our goal to offer several discount opportunities including for ODS members, for youth and for early registration. A contribution for the Linda S. Acheson Education Fund will be requested with each registration.

## Demo Riders:

Demo riders and horses will be sourced from a pool of ODS members which reflects our current membership population as follows:

- ✓ 2 riders from the ODS Adult Committee – one Adult Amateur, one Professional/FEI Rider
- ✓ 1 rider from the ODS Youth Committee - depending on the feedback of the clinicians, there is a possibility of offering one riding time slot to two riders in a semi-private lesson
- ✓ 1 rider from the ODS Dressage Sport Horse Committee
- ✓ 1 rider from the ODS Para-Equestrian Committee (most likely to be an AA)
- ✓ 1 wild-card rider, to be selected at random from a pool of qualified ODS member volunteers
- ✓ Each committee will put forth one alternate rider

Each committee will be able to develop a plan for selecting riders from their pool, including deadline dates, application (if applicable) and clearly communicated criteria; the ODS Office will provide assistance putting such a plan into place.

It is important that the selection of demo riders must be equitable to ODS members and does not necessarily require a demo rider selection committee.

It is understood that the wild-card rider will most likely not be the best “auditor” experience, however, the justification of volunteer appreciation far exceeds any anticipated complaints. The wild-card rider entry will be free, open only to ODS members and will be selected by lottery system. A winner and an alternate will be drawn. The entry details will be one “ticket” for every four hours of ODS Volunteer time, from the dates of 1/1/2014 through 9/30/2014. Volunteer hours must be able to be verified, so event manager will be asked to be listed and winning lottery ticket will be verified prior to being announced.

Riders will have 45-minute lessons which allows for question/answer between riders as well as breaks.

### **Auditors:**

Auditor cost will be based on \$150 for 2 days, including lunch each day plus food at dinnertime (either reception style finger foods or a sit-down dinner, depending on facility). A \$50 youth discount will be offered. Non-member and late registration will incur an additional \$25 fee.

Our budget is based on 200 auditors, however, our target is 300.

At DevonWood, auditors would be provided a chair outside of the arena fence (inside the main arena walls) or a place in the bleachers at the end of the arena; at the Linn County Fairgrounds and the Oregon State Fairgrounds, auditors would be seated in the bleachers, however there is possibility of putting chairs around a dressage court at any facility.

If we experience a cold snap, in order to increase auditor satisfaction, we will rent heaters, which will add an expense that is not yet budgeted. In addition, our hospitality coordinator will be looking into and organizing other areas of comfort and hospitality, such as a coffee station and snacks (areas of member dissatisfaction at previous events).

USDF University Credit will be automatic for anyone who is a USDF University Member.

Registration will be online; however, in recognition of non-computer users, paper registration forms will carry a \$10 fee for processing. Opening date for pre-registration will be 6/1/2014; closing date for pre-registration will be 9/15/2014.

### **Awards Banquet and Auction:**

ODS offers an annual special awards banquet; this event is expensive - it historically operates as a program that loses money at an average of approximately \$1200-1800 per year.

There are several options for hosting this event; (1) provide a buffet meal; (2) provide a sit-down plated dinner; (3) provide a small reception with hors d'oeuvres and a wine bar.

Site selection will impact the type of banquet provided.

The attached budget provides for the following:

- ❖ DevonWood – reception with a budget for hors d'oeuvres and a plan to invite in two wineries on a cash-bar basis; no sit-down or buffet meal
- ❖ Albany – buffet meal in the classroom

- ❖ Salem – sit down or buffet meal (equal cost) at the Red Lion Inn

We can look into options at each facility (i.e. sourcing another facility to host a sit-down or buffet meal at DevonWood – or— removing the sit-down/buffet meal component from the other 2 facilities), however, the budget attached provides these.

### *Auction:*

After two years organizing, Liz Lawson Weber has stepped down from organizing the auction. She talked Brant Page into running next year's auction and has provided him with the documents and lists she has put together over the past 2 years. He will need a procurement team; it was Liz's recommendation that ODS utilize each of the ODS Regional Representatives to "staff" such a team. Regional Representatives would be a natural fit.

Brant's vision is to put together an auction that will list items that will close in waves, Saturday afternoon, Saturday evening and on Sunday. Depending on the facility, we may or may not be able to do this.

If DevonWood is selected as the host site, it will probably require renting a tent and putting it out front, or perhaps a different model of auction to fit a reduced area in the clubhouse (smaller items, or photos of items stored in a back room). At Albany and Salem, the auction tables would be in the vendor area.

The goal of the auction would be to raise \$10,000. This means procuring about \$20,000 worth of items; given the success and history of the auction in 2011, this will be attainable as long as the auditor base is strong. We expect that there will be strong donation support from national companies that sponsor Debbie and support Janet.

A live auctioneer could be utilized, both for larger, more valuable items and also to do a special appeal fundraiser for the Linda S. Acheson Education Fund.

The auction is budgeted separately in the ODS Budget (separate line items), therefore income is not reflected in the budget presented below.

### **General Membership & Board Meetings:**

The ODS General Membership Meeting will be held during lunch on Saturday.

The ODS Board of Directors Meeting will be held via conference call in lieu of face to face. A face to face meeting can be scheduled in October on the weekend prior to the Fall Festival if the board elects to do so.

## Proposed Budget:

Description	<i>DevonWood Equestrian Centre (Sherwood)</i>	<i>Linn County Fairgrounds (Albany)</i>	<i>Oregon State Fairgrounds &amp; Red Lion Inn (Salem)</i>
<b>Income:</b>			
Rider Fees (6)	2100	2100	2100
Auditor Fees (200)	30000	30000	30000
Non-Member Fees (20)	500	500	500
TDF Grant	2000	2000	2000
Vendors	0	1000	1000
Sponsors	3500	3500	3500
	38100	39100	39100
<b>Expenses:</b>			
Facility - Arenas	1500	1900	1700
Facility - Classroom Area	950	800	800
Facility - Banquet Area	No banquet; reception on site or go to hotel.	inc.	inc.
Facility - Auction Area	1000	200	200
Debbie McD	5000	5000	5000
Janet Foy	3000	3000	3000
Travel, Meals, Lodging	2000	2000	2000
Volunteer & Staff			
Travel, Meals, Lodging	250	500	500
Insurance	225	225	225
Advertising	900	900	900
Office Admin Support *note, this is base pay; plus 10% of profit	1000	1000	1000
Audio/Visual/IT	1000	1000	1000
Security	0	350	350
Food	9000	13000	13000
Supplies	500	500	500
Misc Costs (printing, postage, USDF univ credit, etc.)	275	275	275
Total Expenses:	26600	30650	30450
<b>PROJECTED PROFIT:</b>	<b>11500</b>	<b>8450</b>	<b>8650</b>

### Notes:

- (1) Auditor fee based on \$150 for 2 days of education and meals and a realistic number of 200 auditors We can play with this number dependent upon facility, either by securing food vendors and not providing lunch. Budget does not forecast youth discounts or late registration fees, as these should flush out and not impact the overall budget.
- (2) Non-member fee is an additional \$25 per registration.
- (3) Some costs are not included as we will either be securing sponsors for items (i.e. nametags, wineglasses) and/or expecting riders to pay facility directly for costs (i.e. stabling).
- (4) There are areas of pre-identified as possible cost-savings however some details need to flush out before we can count on them. These areas include: (1) Ms. McDonald's offer to teach a reduced cost private clinic the day before our event which we could share travel costs with another barn or opt to run it ourselves, (2) we may opt to not provide food, reduce the auditor registration cost by \$25, and instead hire onsite food vendors.

- (5) Facility choice will be ranked by board decision and should be noted in meeting minutes, however, because I was unable to put a deposit on the facility at the date of inquiry, facilities may not be available by the time that the board makes this choice. Board needs to rank desired facility 1, 2 and 3.
- a. Using the DevonWood facility is simpler for staff, reduces travel costs of staff, however, overall facility set-up will require rental of a tent and tables for auction and will require either an off-site banquet (Lake Oswego? Wilsonville) or to simplify and to host the special awards in a reception style with hors d'oeuvres and wine bar. The budgeted food line item is based on a simplified reception, not a full dinner. Hotels are in close proximity and the average rate is \$90/night (2 people). With a formal proposal hotel may provide complimentary rooms for our speakers however staff comped rooms are unlikely.
  - b. Using the Albany facility will require use of their contracted catering company; rates for 2014 are not set and are estimates based on two lunches and one dinner. We would have use of their entire Calipooia arena which has PVC based bleachers, infrared heaters and room for over 55 vendors in one building. Classroom education and meals would be held in a different building across the lawn. Hotels are within walking distance and average \$85/night (2 people). With a formal proposal the hotel may provide complimentary rooms for our speakers however staff comped rooms are unlikely.
  - c. Using Salem requires the combination of 2 close proximity facilities, similar to the 2014 Gerd Heuschmann clinic. There is concern at this facility after review of the post-event survey (uncomfortable bleachers, cold) and of increased effort to pull off the clinic (we will need more volunteers); manure must be hauled away and overnight security needs to be hired, however the location is improving footing and the central location is a draw. The Red Lion Inn is happy to have our business and is able to provide very reasonably priced meals and overnight lodging for \$60/night plus will provide complimentary rooms for our speakers and staff.
- (6) There is a possibility of needing to add rented items if the number of auditors exceeds 200
- (7) Chapter and committee support is expected in areas such as: arena fence “rental” and set-up, and certain areas of hospitality.