

APPROVED MINUTES  
Oregon Dressage Society  
Attendance

Name	Title	Present/Absent				
		June 20 2020, phone	July 27,2020 phone	Meeting Date	Meeting Date	Meeting Date
Lisa Koch	President	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Michelle Anderson	Vice President	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Lynette Hammon	Treasurer	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Eileen Parent	Secretary	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Karen Cheeke	DAL	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Keaton Hoy	DAL	Yes	No	Choose an item.	Choose an item.	Choose an item.
Brittney Castell	DAL	No	resigned	Choose an item.	Choose an item.	Choose an item.
Sarah Dieibert	DAL	Yes	No	Choose an item.	Choose an item.	Choose an item.
Tedi Paasch	RR - North	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Marsha Williams	RR - East	Yes	No	Choose an item.	Choose an item.	Choose an item.
Kathy Casey	RR - North	Yes	Yes	Choose an item.	Choose an item.	Choose an item.
Solbritt Hill	RR - South	No	Yes	Choose an item.	Choose an item.	Choose an item.
Tory Kelly	Office Manager	No	Yes	Choose an item.	Choose an item.	Choose an item.

Guests: Mary Packard

**Meeting** was called to order by Lisa Koch 6:03 pm

A **quorum** was present: Yes . No

**Motion:** Michelle motioned to approve agenda; Kim seconded.

**Agenda** for the meeting: Approved  Altered as follows  :

**Motion:** Michelle motioned to approve the minutes from June 20<sup>th</sup>, Kim seconded.

Minutes of prior meeting on June 20<sup>th</sup> were approved. [Click or tap here to enter text.](#)

**Motion:** Michelle motioned that Solbritt Hill be approved as the southern regional rep to replace Jill Campbell's vacancy. Kim seconded and motion approved.

**Treasurer's Report:** Lynette reported the combined account balances of \$113,790.86

There was a question of where the funding source comes from for the Barbara Page and Winnie Hinney youth awards. Lynette and Eileen will investigate.

**Motion:** Eileen moved that we approve chapters 1 and 2 of the revised PPM that Mary submitted at the June 20<sup>th</sup> board meeting. Seconded and approved.

**Motion:** Mary Packard presented a motion to approve a change in the officers' term of office to coincide with the Fiscal year of Jan. to Dec. and that the USDF Convention Delegates will be selected with the new board. Eileen seconded and motion approved.

### **Strategic Plan Goals/Reports:**

#### **Organizational Development:**

**Volunteer Capacity Assessment** - Karen and Tedi reported on their work on developing and coordinating our volunteer base. See Attachment.

**Succession Plan for Officers** – Eileen and Mary P. reported on the plan for smooth transition of officers. Mary will refine it further and then submit it for approval in be included in the PPM.

#### **Financial Management:**

Further work on Bookkeeping and Budget accountability on hold waiting for documentation from the accountant.

#### **Marketing and Communication:**

##### **Marketing**

2<sup>nd</sup> Webcast was on July 20<sup>th</sup> and had about 32 members. Michelle is looking for more topics and also looking into sponsorship for future webcasts.

Michelle has developed a marketing committee. Michelle and Tory are working on a communication plan for events.

**Membership** – discussion on ODS numbers with the membership program being used and if numbers are really necessary. The program does allow for family memberships. Michelle has been in contact with TheHorse.com and they will give a free digital version of The Horse monthly to be included as a benefit with ODS membership.

## **Member Programs:**

**Competitions** – Siobhan is developing an outline of the Show Management jobs, show manager and secretary, duties and timelines of the jobs.

**Show entry form management** – Estelle Keating has volunteered to handle updating and checking the entry forms and waivers on the website and will have more info at next meeting.

**Show Committee** – Purpose and duties will be discussed at next meeting.

**Banquet** – cancelled for this year. Ronda Fitton will be looking into this for future.

**Special Awards** – Estelle Keating will present ideas at next meeting.

## **Education -**

**Youth** - Eileen, Kim, Tedi presented the report from the Youth Education Outreach program.

See attachment

**Adult Amateur/Professional Education** – Lisa gave update on the Trainers workshop in Oct. and the Adult Amateur Workshop in Nov.

**Virtual** – Keaton absent, need to check in with members to see what interest there is for virtual shows.

## **Proposed changes to vote on at next meeting:**

1. Education Committee to have the following programs:

- Youth Education Outreach
- Adult Amateur/Professional Education Program
- Virtual/Webinar/Website Education Program

2. Removal of Regional Reps starting in 2021. Chapters will be required to have a chapter officer present at all Board meetings.

**Meeting Adjourned at 8:15 pm by Lisa**

Submitted by Eileen Parent ODS Secretary

## ODS YOUTH EDUCATION TASK GROUP PROPOSAL

July 19, 2020

*Participants on the task force:*

*Tedi Paasch, Eileen Parent, Rachael van den Berg, Kim Barker, Lynette Hammon, Emily Park*

The purpose of the task group is to create educational opportunities for youth dressage riders. The group believes the first step is holding an introductory clinic in several regions to reach potential dressage enthusiasts all over the state. We think the youth needs to understand what dressage is, as well as the opportunities available through ODS.

### 1. Youth Outreach Series -

a. Have an introductory clinic in each of the state's main regions in the fall (Sept-Nov) for youth (under the age of 21).

i. Regions discussed include: Northern (Portland area), Southern (Rogue River area), Central (Bend), Western (Eugene) and Eastern (TBD) regions

1. Facilities will be donated to keep costs down

2. Bend and Eugene facilities have been determined

ii. Instructors will be from outside of the region of the event (approximately 2 hours away and at least 100 miles from the instructor's facility) to avoid conflict of interest

1. ODS will send out a call for instructors.

2. Instructors will donate their time, but will receive compensation for travel, meals and accommodations.

3. Several of the task group members have offered to donate instruction, but the group feels it is important to open it up to the membership.

iii. The clinics will be split into three sections: Introduction to Dressage (group lessons - size dependent on number of participants), presentation over lunch and advanced Dressage students (private lessons) for Young Riders and Junior Riders that are riding 2nd level or higher.

1. Presentation ideas include: Training pyramid, scholarships, what makes dressage different than riding a pattern

2. The purpose behind the more advanced sessions is to inspire those attending the first portion of the clinic.

iv. Communication/Event Outreach

1. Reach out to 4-H, Pony Club and OHSET for involvement and invite them to the event

2. Put information out via email to trainers and the ODS membership

3. Promote the event on social media platforms i.e Facebook and Instagram

## Program Budget

<b>Program Budget</b>							
<b>Event Name</b>	Youth Outreach Series		<b>GMO</b>				
<b>Prepared By</b>			<b>Event Date</b>	Fall 2020			
						05/20	
<b>Revenue</b>							
	<b>Revenue Source</b>		<b>Budgeted</b>		<b>Actual</b>		
	Rider/Participant Fees		\$ 25-	X 15 riders	\$ -		
	Office Fee		\$ -		\$ -		
	Auditor Fees		\$ -		\$ -		
	Stabling		\$ -		\$ -		
	Shavings		\$ -		\$ -		
	Camping/Parking		\$ -		\$ -		
	USDF Grant		\$ -		\$ -		
	Additional Grant(s)		\$ -		\$ -		
	Sponsors		\$ -		\$ -		
	Donations		\$ -		\$ -		
	Other (List)		\$ -		\$ -		
	Other (List)		\$ -		\$ -		
	Other (List)		\$ -		\$ -		

	<b>Total Revenue</b>		\$375	X 4 regions	\$ -		
			\$1500				
<b>Expenses</b>							
	<b>Expense</b>		<b>Budgeted</b>		<b>Actual</b>		
	Primary Instructor Fee		\$ 0		\$ -		
	Additional Instructor Fees		\$ -		\$ -		
	Instructor Travel(airfare/gas)		\$ 119	X4	\$ -		
	Lodging Costs		\$ 115	X4	\$ -		
	Facility Rental		\$ -		\$ -		
	Stabling		\$ -		\$ -		
	Shavings		\$ -		\$ -		
	Equipment Rental		\$ -		\$ -		
	Instructor Food Expenses		\$ 66	X4	\$ -		
	Camping/Parking		\$ -		\$ -		
	USDF Fees		\$ -		\$ -		
	Insurance		\$ 400		\$ -		
	Ribbons/Awards		\$ -		\$ -		
	Office Supplies		\$ -		\$ -		
	Food/Catering		\$ 225	For 15 riders per region (4 regions)	\$ -		
	Volunteer expenses		\$ -		\$ -		
	Refunds		\$ -		\$ -		

	Other (List)		\$ -	\$ -		
	Other (List)		\$ -	\$ -		
	Other (List)		\$ -	\$ -		
	<b>Total Expenses</b>		\$2500	\$ -		
			<hr/>	<hr/>		
	<b>Net Profit/Loss</b>		<b>\$1000</b>	<b>\$ -</b>		

**ODS Volunteer Engagement Strategy**

Goal: Create Engagement Through Consistent Communication and Recognition

1) Create a List of Tasks available and tell the story of how those tasks help ODS achieve its mission

a. Tab on ODS website detailing ongoing needs and specific tasks at events (from the information in the brainstorming on this it seems there is a lot to do to develop the list of tasks and there is clearly a division between ODS specific volunteer opportunities versus chapter specific opportunities and who is managing which opportunities so this may take some time. Maybe start by describing the major types of opportunities for general information about how to volunteer and then use the calendar to get specific about upcoming volunteer needs)

b. Online volunteer calendar and sign up function

c. Communicate about volunteer needs in emails, newsletters, social media regularly

2) Identify Volunteers

a. Create a volunteer “application” that essentially gathers information about when/how an ODS member wants to engage, has engaged in the past if applicable. Add a check box to membership form that people

can self identify interest in volunteering. Then could send out survey/application to those that check the box. Allows ODS to better communicate and then later recognize volunteer. Using the application ODS can develop understanding of individual volunteers motivation and help match tasks with why they want to volunteer – to keep a volunteer engaged, it is important to understand this (do they want to spend more time on their hobby, build experience for their resume, hang out with friends, etc).

b. Develop a spreadsheet of active volunteers and assign management to a volunteer coordinator. Include information about what tasks they have done, how long they have been a volunteer and where they live/chapter. These are the people you go to first when a need arises and they also may be able to help you recruit new volunteers.

c. Publish list of active volunteers maybe quarterly on the website underneath a big “THANK YOU! ODS LOVES OUR VOLUNTEERS” banner or something.

### 3) Training and Ongoing Engagement

a. Orientation and Training – be professional and organized in your approach to volunteers to respect their time, help them feel a part of something worthwhile building their pride in the organization and ability to be champions for the organization even when they aren't actively volunteering. Pair new volunteers with experienced

volunteers or staff for a task to ease them in and build camaraderie. Educate volunteers about policies and procedures.

b. Make it easy – online sign up or other ways to easily see when, where, how to volunteer and how to sign up and make it visible who has committed to what to help with accountability too.

c. Get feedback periodically from your volunteers – give volunteers a

voice in continually improving the organization by sharing their experience with their volunteer time and get their suggestions for how to make it even better

d. Consistent communication – email, text, social media about upcoming opportunities, reminders to those who have committed and recognition of those who have recently volunteered. Maybe even have a specific newsletter for volunteers

e. Use volunteer experiences to create community – make it fun by allowing flexibility, conversations, and maybe a little something special like food or a volunteer-only segment at a clinic, etc. Have a volunteer t-shirt or some other way for volunteers to identify and connect.

#### 4) Celebrate accomplishments and say thanks

a. Track participation (events, number of hours by volunteer) in order to recognize the effort put in by volunteers both directly to individual and generally to the membership

b. Communicate the value of volunteer time to ODS (maybe do a short video of why/how ODS depends on its volunteers, talk about its importance to ODS in newsletters)

c. Directly highlight and reward volunteers in some way (volunteer of the month spotlight on the website or in the newsletter, giving something to volunteers on their volunteer anniversary or when a particular ODS goal is achieved)

#### SPECIFIC NEEDS

I.) Support Core Operational Volunteers: Board Member Identification, Training, Engagement – need to have ongoing self evaluation: Do I want to do what is being asked? Do I have the skills to do what is being asked?

Do I have the time to do what is being asked? Do I know who I am accountable to and how to get assistance when I need it?

II.) Cultivate Accountability for follow through on tasks assigned (committees?) in a timely manner. Identify scope, schedule, budget for each task. Identify person in charge of executing task.

III.) Succession Planning - Who will replace me when I am no longer able to continue as a board member? How to cultivate future board members and have adequate overlap for orientation and training?