

USDF EXECUTIVE BOARD MEETING MINUTES

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Teleconference
July 12, 2011

Attending:	George Williams, President	Beth Jenkins, Vice-President
	Janine Malone, Secretary	Steven Schubert, Treasurer
	Lisa Schmidt, Region 1 Director	Fern Feldman, Region 8 Director
	Ken Levy, Region 2 Director	Bess Reineman, Region 9 Director
	Kimberly Taylor, Region 3 Director	Stephen Hienzsch, Executive Director
	Lloyd Landkamer, Region 4 Director	Cindy Vimont, Staff
	Heather Petersen, Region 5 Director	Sharon Vanderziel, Staff
	Donna Longacre, Region 6 Director	Kim Sodt, Staff
	Terry Wilson, Region 7 Director	

Call to Order and Agenda Review (Additions/Corrections) - George Williams

George called the meeting to order at 8:03 pm. He requested changes to the agenda. Steven requested to add an agenda item regarding the centerlinescores.com website. **Ken MOVED and Terry SECONDED a motion to approve the agenda. MOTION CARRIED.**

Request from Activities Council to change name from Activities to Performance Council

Cindy reported that the council members believe that a name change would be more descriptive of the council. The council met in the spring and voted to recommend this change. Several EB members felt that the proposed change was no more descriptive than the previous name. **Janine MOVED and Lloyd SECONDED a motion that the EB doesn't approve this change but would support a name change that is better descriptive and doesn't imply only competition-related committees.** Four of the committees aren't exclusively competition-related and the name should reflect this fact. **MOTION CARRIED. Fern OPPOSED.**

Freestyle Committee GMO Charity Challenge proposal

Kim Sodt noted that the GMO Charity Challenge proposal report was in the spring EB meeting book and that the Freestyle Committee requests approval of their proposal. In response to a request for more information from Lloyd, Kim explained that there are three award categories and that awards would be based on a point system for each of the categories. The award is based on the amount of money raised for a charity in each level, and points can be earned towards the award through freestyles, quadrilles, pas de deux and other classes. The EB discussed that the focus of such events is more towards earning funds for charities vs. promoting freestyles. Several agreed that some fundraising events aren't focused on freestyles but raise significant money and that some large competitions donate funds that aren't solely based on freestyle and quadrille participation. Bess and others agreed that funds should be used for year-end awards or something other than an award for a particular organizer. It was generally felt that funds should be spent for education. Ken and Lloyd felt that it was a large investment in money and there was no indication that it would increase participation in freestyles and quadrilles. **Ken MOVED and Donna SECONDED a motion that the EB does not approve the GMO Challenge proposal.** The Freestyle Committee should reevaluate their proposal regarding the GMO Challenge and consider if the challenge concept will adequately fulfill the goal of increasing freestyles, quadrilles and pas de deux in Dressage Competitions or in non-licensed/ recognized events. Raising money for charity is not a goal of the Freestyle Committee. The goal of this proposal must be clearer. After extensive discussion, the EB agreed that the proposal needs better clarity. **MOTION CARRIED unanimously.**

National Championship Committee structure and appointments

George referenced the email proposal regarding two groups to plan the organization of the proposed national championship: The first is the proposed organizational task force. George reviewed the proposed task force membership. The chair of the task force is proposed to be Janine Malone.

Bess MOVED and Donna SECONDED a motion to approve the task force. MOTION CARRIED. Lloyd, Janine and Terry ABSTAINED.

The second group is the Competitors Advisory Group. Their role would be to serve as advisers and a sounding board to the Organizational Task Force in representing competitor's interests and Regional challenges (geographic and otherwise). The group would also act as advisers to competitors who may have questions (including logistics such as travel) about the National Championships. The advisory group would also be available to the delegates and the BOG to address questions regarding competitors' concerns.

Suggestions for this advisory groups were discussed. Names of riders in each region were put forward. **Terry MOVED and Bess SECONED a motion to approve these individuals to be the Competitors Advisory Group for the National Championships. MOTION CARRIED.**

Peer to Peer Commission

George reported that Heather Petersen has agreed to assume the role as chair of the reappointed Peer to Peer Commission and Melissa Creswick has agreed to continue as a member of the committee. George recommended members of the new Peer to Peer Commission. The commission would be chaired by Heather Peterson..

A motion was made and approved to name the individuals recommended to be on the Peer to Peer Commission. Heather, Lloyd, Donna and Steven abstained from the vote.

Volunteer of the Year Awards

Stephan noted that USDF currently awards a perpetual trophy for VOY, youth VOY award, and nine regional VOY awards. In the past, USDF awarded the perpetual trophy for the VOY and an award for the youth VOY award named for Lendon Gray. Stephan proposed that, in the future, the annual trophy donated by The Paddock Saddlery and Lisa Gorretta be awarded to the VOY winner. In the past, there was a cash award with gift certificates for the winners. Going forward, Stephan proposed that there no longer be a corporate identity attached to the award, and to have the award be from USDF with a plaque and an award or credit to participate in USDF events or to purchase USDF merchandise. The future award would name the perpetual trophy as established by Lisa Gorretta. The Youth VOY award is a trophy on behalf of Lendon Gray.

Fern MOVED and Janine SECONDED a motion to approve the proposal in principle to change the VOY awards as described by Stephan. MOTION CARRIED.

Proposed Convention Agenda

It is recommended that the ALD nominees should speak at the BOG and not in each regional meeting or in other meetings. Otherwise there is no significant agenda change from the 2010 convention schedule. Cindy noted that a closed meeting for the Sport Horse, Regional Championships and Awards Committees has been scheduled, in addition to their open meetings. Cindy explained why these committees want closed meetings. The EB discussed why closed meetings might be needed. Donna and Terry felt that closed meetings should not be allowed and are not popular with the delegates. Kimmie and Lloyd gave examples of why closed meetings could be needed prior to their open meetings. It was agreed that finding a balance is the goal. Janine felt that committees should be allowed to hold closed meetings, but it was agreed that chairs may need direction in conducting meetings so that feedback and discussion are incorporated into the open meetings. It was agreed that the agenda of committees might contain confidential and non-confidential items. Heather requested that the open meetings for the Competition Management and Regional Championships not be held at the same time. **Bess MOVED and Donna SECONDED a motion to approve the draft agenda, in principle, for the 2011 USDF Convention, with suggested amendments regarding overlap of the Competition Management and Regional Championships Committees. MOTION CARRIED unanimously.**

ALD Director Interviews in Connection

Miki Christophersen has requested input regarding the ALD information that is printed in *Connection*. One nominee has submitted minimal information for *Connection* and has directed people to his website for a detailed biography. It was agreed that Miki should inform all candidates that they can list their websites in the *Connection* interview information.

Centerlinescores.com

Concern was expressed that usdf.org is mentioned on the centerlinescores.com website and that score information for riders is incomplete. USDF staff was asked to look into this website.

Membership Growth Advisory Working Group – Identify EB members interested in serving

Stephan asked if any EB members would like to serve on the Membership Growth Advisory Working Group that he is preparing to establish. Ken, Lisa, Beth and Donna expressed interest in serving.

Marketing of e-TRAK and Education Membership – Discussion of challenges and possible strategies

Stephan said that staff feels that, in order to have an effective membership drive, a tool is needed to interest members. The staff is requesting that a 90-day free trial be approved for the Education Membership. A survey targeting current Education Members and other members using e-TRAK will be conducted so that the value of this membership category can be improved. USDF will develop a booth to take on the road, as well as banners, and will attend the USPC Festival, AQHA championships, Arabian Nationals and Dressage at Devon. During the free trial, USDF hopes to be able to make e-TRAK a better package and attract more potential Education Members. **Janine MOVED and Donna SECONDED a motion that USDF will offer a free 90-day Education Membership.** Education Membership is a non-competing 12 month membership package. Janine pointed out that many people may be interested but don't have time to take advantage of the Education Membership. **MOTION CARRIED.**

The meeting was adjourned at 10:04 pm.

Respectfully submitted,

Janine W. Malone
USDF Secretary