

Dancing Horse Dressage & CT
General Membership Meeting, Dec. 14, 2023

In attendance: Laurie Young, Jackie White, Ann Hill, Gloria Lawless, Barb Nagle, Cynthia Lord

November minutes: Approved

Treasurers report: Tabled until January

Old business

Membership: there were some issues with the online membership application and paypal set up. PDFs created to mail the form did not include the mailing address, and the photo release box could not be unchecked. These issues have been fixed. The service fee has been deleted to encourage online payment.

Show entry form: will still have option to mail in form and payment. The service fee has been deleted to encourage online payment. It was noted that some shows have gone to online entry and payment only.

Marketing DHD:

Facebook: Jackie would like to post events to the DHD Facebook Group from an official DHD business account to clarify DHD event posts and club information vs other event/information postings by anyone. It was also pointed out that only the person posting to the group gets notification of comments so some questions may get missed or not go to the correct person. Barb posts to the DHD group and shares to other horse groups. However, some sites are monitored and may not approve the post if it does not come from an official source. Jackie set up a DHD Business Account but it's uncertain if it's working as intended. The final decision was that having 2 pages can be confusing, so the business page will be deleted. As we move forward the following policy will be employed for Facebook postings:

- Postings that impart event information will be performed by the Event Manager/Secretary
- Postings relative to soliciting volunteers will be posted by the Volunteer Coordinator
- Postings relative to Memberships will be posted by the Membership Secretary
- Postings relative to Sponsorships will be posted by the Sponsorship Coordinator

Other marketing: Laurie and Jackie are organizing other marketing. Posts on the DHD page are shared with other organizations. They will create and put out flyers and provide them to others to post in their areas. Shows will also be promoted in emails. Western Dressage and expanded eventing options will be promoted to reach those communities. Locations for paper or web postings were suggested including barns with trainers, and other horse organizations.

Sponsorships: Rachel is coordinating and is developing a plan. Tabled for later discussion.

Website: Bylaws and procedures were updated. Meghan will update the BOD.

Wickham booking: We can book 1 year in advance and this is recommended due to the use of the equestrian area for other events. Possible dates for 2025 were discussed, hoping to avoid likely weekends for WEC and Orlando events. The first Sunday in February, March, April and May (Feb. 2, March 2, April 6, May 4 2025) were identified as the best dates, although we can't know now if these will conflict with Silver Sands or other shows. We should also book for the proposed October 2024 show now, Oct. 27 2024 was identified as a good date. The board authorized Annie to book these dates. We do not know when payment will be required for the advance bookings.

Membership: Jackie reported we currently have 13 members for the 2024 year.

New business

Who can post on the DHD Facebook and what is allowed? Barb has changed the settings to require approval as there were questionable posts. Topics to allow were discussed. A new policy was approved: Club business, club events, other equestrian events can be posted. Members can post about their equestrian activities. "For Sale" and "Services Available" posts are not allowed.

MailChimp email list: Currently we have approximately 200 people in the list but this includes people that are not active in DHD events and may not even live in Florida. However, the emails have not bounced, and there is no cost so there is no reason to purge these accounts. It is difficult to tell what people are reading as in some clients you can read the post without opening it. We need to look for usage statistics in MailChimp to understand usage.

Prizes for show series: Gloria would like suggestions for high score awards. Some suggestions: C4 belts, travel tack hangers. Other suggestions welcome.

Brag: Laurie and JC showed at BG in W/T Hunter in Hand and under Saddle, W/T Equitation and W/T Pleasure. It was a good day and they were Reserve Champion W/T TB. Jackie received a Gifted Adult Amateur grant from the Dressage Foundation to fund a week of training. She will train with Claudia Tarlov in January. Barb reported that she showed Forcado at Clarcona at I-1 and Grand Oaks at PSG. He has recovered back to that level and is sound, with scores in the low 60s. Congratulations to everyone!

Next meeting: January 11, 2024 by Zoom.