

BSHP Board meeting 3/12/24

Start at 6:29pm

Members Present:

Clara Davison, Jennifer Cote, Jan Harris, Bill Bucher, Irene Given, Arwyn Anthony, Tierney Wheaton, Deb Anderson, Karla Nichwander, Katy Nichwander, Scott David,

Members present on Zoom: Jen Belitz, Natalie Sullivan

Guests: Billi Ayers, Dave Bell

Approval of minutes: **Clara makes a motion to approve meeting minutes from board retreat. Jennifer 2nd. All in favor, motion carries.**

Billi Ayers from the fairgrounds gave us an update on the new arena at the fairgrounds. They did research on the best type of spectator seating and it should be finished this year. In addition to the new arena, they would like to have a "horse discovery" arena that will allow horse communities to showcase their discipline to the general public. Groups from both San Antonio and Compton will be visiting and Billi would like to connect them to the horse park. BSHP is welcome to utilize the horse discovery space to help promotion.

Finance Report:

Irene created a dashboard to look at profit margins for events. There are still some issues with the budget of the WE event and will need clarification. To help Jennifer, she would like to enact the practice of having invoices emailed to her directly in order for them to not get missed. In addition to that, event coordinators need to prioritize maintaining their budgets and getting those to Jennifer on time.

The overall 2024 budget projects \$10k in accounting expenses, however the hiring of an additional accountant was only approved for 2023. The board would like to cut this budget to \$5k to front-load accounting in order to decide an alternative accounting route. Irene is willing to help streamline this process. Currently the information coming in from events is not being given in a single form, which makes it difficult to account for.

Katy makes a motion that at the event coordinator meeting they will be given an accounting template and expectation to comply to the budget template. Irene 2nd. All in favor, motion carries.

Karla would like to make a sub-committee to look directly at this problem and to help put a solution in place. Irene and Jennifer will discuss outside the meeting how Irene can consult and facilitate the current accounting process to see if she can streamline the process.

The budget will be looked at more closely and there will be an electronic vote soon to approve the budget.

License plates: The DMV allows vanity plates; however, they need to be approved by the horse park. **Jan makes a motion that the park director (Arwyn) will be the point of contact for license plate approval. Bill 2nd. Jennifer amends the motion to include that the board approves that we can issue novelty plates. The role of that approval goes to the park director. Scott 2nd. All in favor, motion approved.**

Merchandise committee should add novelty plates to their docket. There is also discussion on changing the license plates art. The board would like to ask the marketing/PR committee to work on creating a contest to find a new license plate art.

Planning Committee: Karla sent out the minutes and will be attached to below.

Dave Bell is involved through 4H and is heavily involved with fundraising. He would like to join the committee and Karla will send information along to him to join the meetings.

PR/Marketing: Meeting minutes will be attached below.

Karla would like Callie to sign a confidentiality agreement.

Scott makes a motion to allow Callie access to both the website as well as the social media accounts. Irene 2nd. All in favor, motion carries.

Maintenance: Scott fixed the tractor. Scott would like to bulk order shavings to have enough for the entire year. This will allow less difficulty with getting shavings through the show season and to have one bulk expense. One concern would be security of the shavings, but Scott will figure out a way to keep them secured throughout the year.

Scott, Karla, Zane, and Bill will be meeting to evaluate the current equipment to allow us to know what potential new equipment we may need to fundraise for.

Scott makes a motion to buy 20 pallets of shavings. Katy 2nd. All in favor, motion carries.

Pet Run: There are signs with QR codes around the park and has 1 person signed up already. Jennifer has given out flyers along with many other people. Tierney has reached out to the media contacts. Runners Edge and other organizations are already involved and we feel confident that this event will be a success this year.

Dressage Show Series: There is a calendar with potential dates for a series of dressage shows. There is already a judge for a 8/31-9/1 show. There are other feelers out for other judges. Peggy will be the official coordinator. The goal of this series is to spark support in the dressage community. There is also discussion of pairing the show with a clinic to increase revenue. Karla would like to call this series Dancing in the Sand. This series will be directly funding the new dressage arena project.

Events: Arwyn is in contact with Cirque and is currently negotiating potential dates. Arwyn's main question is what would be an appropriate charge for the facility. The board agrees that with the project 12-15% budget increase, we should increase the facility fee in a similar fashion. The board agrees that a fee of \$3,100 is fair.

There is a concern that there are multiple trainers who have not included that park on their insurance policy. One difficulty is that unless a trainer has purchased insurance for the park before, the board is unable to know that they are trainers.

MHJA is not going to host a show at the park this year.

BSSC Meeting update: The dog poop responsibility will be on the BSHP starting 4/1. Karla is wondering if we would like to use volunteers for the summer and pay someone in the off season. Bill's daughter Ellie is willing to include poop clean-up as part of her maintenance duties.

BSSC will be taking down the ice rink this Friday. Having the rink has really helped foster our relationship with the BSSC. Now that they will be out, the new gate code can be changed and sent to members.

Spring Work Day: Scott is proposing that we have the workday on 4/20. There will be a website sign-up.

Scott makes a motion to approve bills so far this year. Karla 2nd. All in favor, motion carries.

Tierney is putting in her resignation as president.

Scott makes a motion to adjourn. Karla 2nd. All in favor, meeting ended 8:33pm

Marketing/PR committee meeting

3/5/24 Start at 5:30

In attendance: Clara Davison, Karla Nichwander, Katy Nichwander, and Callie Reger.

- The committee is pleased to welcome Callie Reger. Callie is a horse park member who has extensive experience with graphic design, marketing, and PR of businesses and non-profits both in the horse community and outside it. She is an amazing resource for BSHP and is happy to help.
- Website maintenance.
 - o Callie has experience using WIX and is willing to help maintain website updates and further improve the site to potentially allow online entry forms using various WIX plugins she is comfortable with using.
 - Giving Callie access to the backend of the website would require board approval.
The committee would like to make a motion to approve Callie website access.
- Social Media
 - o The committee has previously made a social media calendar and presented it to the board in 2023. Callie will use the information we have already gathered to make us multiple templates that will allow us to post much more easily and on a more regular basis. She is also willing to help actively post on social media, but would also need the BSHP social media logins (Facebook and Instagram).
 - Giving Callie access to BSHP social media accounts would require board approval. The committee would like to make a motion to approve Callie social media access.
- Local Media coverage
 - o We would like to encourage local news station to visit the park on event days by inviting them and sending them a calendar of our events. We spoke about Tierney's contact at KPAX as well as contacting the Missoula Current.
- The committee would also like to make a press kit for outside organizations, such as other equine facilities like Rebecca Farms and Herron Park to support and promote each other. Callie is willing to help with this endeavor as well.
- This committee has a responsibility to support the long-term planning committee's fundraising efforts through marketing and promotion.
- The committee will plan to have a monthly meeting every first Tuesday of the month, unless deemed unnecessary.