

## High Desert Hunter Jumper Association

Board Meeting Minutes

3/18/25

Some Day Farm

20361 Tumalo Road

Bend, OR 97703

Zoom Meeting ID: 833 824 9136

Passcode: 123456

**Meeting Facilitator:** Germaine Dougherty, HDHJA President

**Board Officers:** Terry Morrison, Christy Gentry, Kalie Whitcomb

**Committee Members:** Simone Starnes, Lisa Pleasance, Kay Lynch, Margaret Kolata, Sunny Maxwell, Lori Peterson, Marian Ehlers, Beth Breiten, Jennifer Delia, Selena Griffen

1. Call to order at 6:51 pm
2. Roll call – Lisa, Kalie, Terry, Jen, Margaret, Selena, Christy
3. Approval of minutes – Terry moves to approve, Margaret seconds, everyone in favor for approval.
4. April Show Updates
  - a. Starters – Terry, Margaret announcing, Selena is a maybe for 2<sup>nd</sup> announcer
  - b. Judges – Saturday big ring Jen Cox, McKenzie Harvey little ring, Amy Gau on Sunday
  - c. Volunteers – Germaine will reach out to Haddie and Sophia; Mo is back up for Lisa
  - d. OHJA – Germaine had them listed as additional insured, we are approved
  - e. Prizes: Selena & Margaret will coordinate to purchase show prizes
    - i. Selena tried to reach out to the girls who solicited us for prizes but never heard back. Christy will follow up that we had to move forward and will keep them in mind in the future.
5. Discuss responses to HDHJA survey (responses are on the following pages)
  - a. 16 Responses:
    - i. Better Seating: Bleachers, let's research buying some on Amazon
    - ii. Prize Money – Suggestion: each show to include a derby or money class; in the past we have implemented jumper jackpot classes or mini prix that are add back, let's implement more sponsorship comms to fund this.  
Consideration of a rider bonus: whoever is closest to optimal time and fastest

- iii. Let's include a rider bonus for each ring, collect 1099's, require membership
  - 1. \$50 for the highest score in each hunter ring, so a total \$100 in prize money.
- iv. We must 1099 for any prize money distributed over \$600 per year (this to be verified by Kalie)
- v. Membership Benefits: Horseplay 20% Discount until April 13 – incentive to renew
- vi. How do we increase the competitive challenge of all classes, and improve the creative classes?
  - 1. Finals class for the year end show – people would need to opt into that, we would track this
  - 2. Membership benefits: more education, groundwork clinics, tack fitting clinics, this could be local trainers offering pro tips on many horsemanship skills.
  - 3. Season long competitive challenge by barn: this could be an opt in challenge that is measured by points and rewarded with a prize. Suggested min of 3 shows to participate.
- vii. Building Community: let's consider organizing an event for HDHJA volunteers where members can give back to the community, bond and give back.

## 6. Fundraising & Sponsorship

- a. Update on See's Candy Fundraiser – things are good, Brooke to send update
- b. How to drive more business to sponsors – Jen working on a marketing calendar/benefit recap
- c. Options for individuals & business to choose how their funds are used
- d. How do we address funds for social media work? Germaine to reach out to Kate about doing social for SDF, maybe we can rally other barns – and sponsorship dollars are ok to allocate when indicated to do so, i.e. Jen/Christy covering some costs
- e. We need to implement a budget for projected expenses/fundraising overall – that way we have a clear written plan on funds for the year

## 7. New programs & ideas for 2025 & beyond

- a. Offer continuing education to trainers – YES, let's empower the people that drive our organization and barns

- b. Mounted & unmounted clinics – more to come
  - c. How do we provide members a detailed invoice for their show costs? AND can we work into a space where we don't need blank checks? Do we require credit cards? (Jen/Kalie looking into this)
  - d. HDHJA New Website Progress: committee met to determine new wire frames, Lori has reviewed and will be in touch with next steps
8. Set date for next meeting – April 15<sup>th</sup>, Tuesday (Some Day Farm Viewing Room) 6:30 pm
  9. Adjourn – at 8:20 pm

**MEMBER + SPONSORSHIP**

Survey Questions/Responses:

<b>What can we do right away?</b>
<b>Horse Shows</b>
<b>Prize Money</b>
<b>Competitive classes per show</b>
<b><i>Jumper Derby</i></b>
<b>Hunter Team Challenge</b>
Better seating at the rings
<b>Work on the welcoming nature of the shows ; how to build community</b>
<b>Clinics</b>
<b>Host more clinics (horsemanship/ lower level)</b>
<b>Partner with vets to offer clinics on wound care, identifying lameness, etc</b>
<b>Horsemanship clinics/ lessons unmounted for newer riders</b>
<b>More clinics that are lower level/younger kid friendly.</b>
<b>Improve Membership experience</b>

Retail discounts? (not sure how to make this happen)

Communicate backwards to members about the grants/scholarships issued thru HDHJA and how the kids/recipients used the funds.

**Explore new Sponsorship ideas**

**Offer to sponsor specific things like - sponsor 2 members for a show, clinic, etc.**

**Provide Sponsors with different ways to support beyond the blank check**

Here's the actual detail and the raw responses.

**Why HDHJA**

**Horse Shows and Clinics**

**Low Cost Horse Shows close to home**

*Opportunity for local shows, practice showing, community*

**Rider Development**

*Introduce and foster development of new and beginner riders with focus on horsemanship as the key principle.*

**Community**

*Community, calm in the storm when times are crazy out there ! Structured goals and opportunities to practice*

**What else could HDHJA provide that you would find beneficial?**

*A jumper derby*

*Prize money*

*More input from the trainers to help shape what is important to them / their riders*

*More fundraising options, scholarships, etc to provide more opportunity for participation, more clinics*

*A clear anti discrimination stance anti bullying rules for all members including trainers. Clear stance about equity. And active ways to bring in more marginalized riders and people who want to ride.*

*more unique classes like a hunter team challenge*

*Discounts on horse related items?*

*Partner with vets to offer clinics on wound care, identifying lameness, etc*

*What scholarship winners did with their prize*

*More clinics*

*Horsemanship classes for newbie riders*

*Honestly? More places to sit near the show ring.*

*More clinics that are lower level/younger kid friendly.*

*More transparency. Feels very heavy towards certain barns and I don't find shows particularly welcoming. It's like a club you can pay to go to but not one where you'll find a lot of comrades outside of your own barn.*

**If you are a HDHJA Sponsor (either as a business or as an individual donor) what is important to you / your business and why do you support our group?**

*Creating opportunities for people and their horses.*

*For the benefit of HDHJA & the local hunter/jumper business*

*Because I have experienced the impact of hdhja personally and am thankful for the opportunities it's afforded us*

*I support HDHJA because horses have been a childhood dream and I was not able to afford to be involved with horses until my adulthood. If I can offer and support a group that gives people of all ages the chance to be apart of this lifestyle then why not. Plus this group has the best board members!*

**If you're not a HDHJA Sponsor, is there anything that HDHJA might offer that would entice you to become one.**

*Offer to sponsor specific things like - sponsor 2 members for a show, clinic, etc.*

*I have reached out with interest but no one has gotten back to me*

*We live too far away to really benefit at this time but we really, really appreciate your organization and love the increase in your social media presence. Love it!*

*What are you doing to support more well rounded riders who understand horsemanship for example? Or to bring riders together outside of a competition? It's not about the height they jump, it should be about a collective group worth a shared mission. There is a culture issue. I also don't love the blank check approach for each show.*