



Winter Board Meeting Minutes

Sheraton Sand Key - 1160 Gulf Blvd., Clearwater Beach, FL 33767

TOPIC: Goals, Commitments in place, New funding needs, Plan of Work for 2023

Monday, January 30, 2023

Meeting called to order at 3 pm EST

Roll Call: Beth Hartman, Barbara Crawford, Devon Martin, Robin Sowell, Bob Kennedy, Nancy Ditty, John Halpin, Ryan Cottingim, Lancy Bryson, Jennifer Leavengood, NSBA Staff; Lynn Campbell, Stephanie Lynn

Regular Business

Chairman's Message - Introduction by board members working off of connections between each board members

NSBA Fall 2022 Board Meeting Review

- Septmeber 2022 Minutes *motion to approve, motion carries*
- Financial Report, presented by L. Bryson – milestones reached, \$1Million in assets, monthly reconciliation with NSBA, fundraising as new class added in 2023, future meetings will present Balance Sheet, P&L Income summary, Restricted and unrestricted assets, summary of returns, recognized and unrecognized from Merrill statements, discussed scholarships and endowments, bring back alternate return estimates to May meeting
motion to approve, motion carries
- Budget 2023, presented by L. Bryson - programmatic budgets going forward,
motion to approve, motion carries
- Plan of Work Review, look at this by making the committees work more efficiently, sort by date order as well as programiticly *no action*
- Funding Cycle Review with Group and how we work and why *no action*
- Committee structure – Standing committees consist of Scholarship, Youth of the Year, review committees, Financial Advisory, Bylaws, EWD, Heroes on Horses, Champion Fund Silent Auction; discussion regarding additional committees, sunset older committees that have not met, consideration to add fundraising and outreach committees, smoothing the road for operating group to do their work, much more flexibility for the general fund.
 - Motion to add a Governance, Fundraising and Outreach committee
motion carries
 - Motion to dissolve working committees for EWD, Heroes on Horses, Animal Welfare, Silent Auction
motion carries



Motion to adjourn the meeting

motion carries

Tuesday, January 31, 2023

Meeting called to order at 8 am

Reports

NSBA Update, presented by S. Lynn, no action

Plan of Work Review, no action

New Business

ANIMAL WELFARE – Paws for Awareness (WS)- Pools, Buckets

CHAMPION FUND

1. Importance of Silent Auction & Breadth of World Show, couple of ideas, etsy, asking your trainers for baskets, local companies, Wine pull, last three years all wine was donated, look for 200 bottles, look at other considerations for whiskey or bourbon pulls,
 - Cocktails and Conversation, Back to Berrien
 - Brainstorm for ideas of donations, contributions to silent auction rests on board members
2. Spring Appeal Campaign, board members to send samples of good marketing material
3. Cowgirls ROC Award, bring in cocktails and conversation, add to plan of work

CRISIS FUND

- Cocktails & Conversations – Las Vegas, areas for potential opportunities at March to the Arch, Tampa (April, 2023)
- Back to Berrien (June, 2023)
- Trainer crisis fund, relook at definition of the crisis fund, update parameters, increase awareness of prevention at major events, mobil screenings, states have mobile screening units, financial consult for those who undergo large medical expenses,

EDUCATION

- Scholarships 2023, add the Youth of the Year award to the parents of letter, lack of applicants systemic, community service requirement for YoY
- YoY/Trailer SSMF - 2023, presented by N. Ditty – history of SSMF, discussed option for a different trailer, difficult to reach out to same donor over and over, consideration to add credit card fees as an option at check out on all platforms
 - a. Motion to approve gooseneck trailer at additional cost of approximately \$1,800
Motion carries
 - b. Motion to use envelope challenge.org to fundraise for the YoY with trailer to be drawn

Motion carries



- Tomorrows Horsemen, look at adding recognition piece to TH graduate, how to measure outcome of graduates, (customer satisfaction, by profitability, how they grow their customers), update plans for 2023, funding for 2024 and beyond, B. Crawford and J. Halpin to assist in developing measurement standards
- Coaches Summit, develop measurement matrix, look for funding for 2023 and 2024

EWD /HOH –

- NSBA EWD Rules & Review Task Force, NOHSA EWD Halter rules, special diagnosis form and review, B. Crawford to add language to assist with questioning
- HOH - AZ
- 90 Riders 90 Days Campaign

Board Member Committees

Committees:

- Financial Advisory Group (joint committee with NSBA): Treasurer Lance Bryson, Ryan Cottingim
- Governance: Laurel Champlin, John Halpin, Rebecca Hogan, Rebecca Hogan, Robin Sowell
- Outreach: Laurel Champlin, Nancy Ditty, John Halpin, Devon Martin, Robin Sowell
- Fundraising: Lance Bryson, Ryan Cottingim, Barbara Crawford, Bob Kennedy, Jennifer Leavengood
- Crisis Fund (joint committee with NSBA): Treasurer, Lance Bryson, Barbara Crawford
- Education & Scholarship Review: Nancy Ditty, Bob Kennedy Jennifer Leavengood.

Cultivating Connections Donors – Sharing connections, exercise from introduction on Monday, report from Board Members Prospects & Planning, importance of sharing information, business recognition for longevity,

UPDATE FOUNDATION BOARD MEETING DATES_

SPRING	May 15-16	Weatherford, TX
FALL	September 18-19	Denver Area (Joint with NSBA)
YEAR END	December 5,	Zoom Recap

To Do's from Meeting:

Follow up with committee work

Lynn end of week; prospects in with minutes out on Monday

email from beth appreciated by board members to welcome

Reports only for those that have met and have actionable items

Add Confidentiality and conflict of interest policy

