



New Mexico Hunter Jumper Association
Board of Directors Meeting – Class B Year
October 3, 2017

Call to Order: At 6:10 pm, on October 3, 2017, at Hayashi Japanese Steakhouse, 6321 San Mateo Blvd NE, Albuquerque, NM 87109, the regular monthly meeting of the NMHJA Board of Directors, was called to order by President, Lisa Hooper.

Board Members Present: Ava Charrlin, Lisa Godin, Lisa Hooper, Brittany Jorgenson, Jessica Northington

Board Members Absent: Tamara Evans, Breyanna Lucero, Becky Newmon, Gina Shufelt

Member Guests Present: none

Non-Member Guests Present: Chris Charrlin

Minutes: Minutes of the September 5, 2017 meeting were reviewed. A motion to approve was made by Brittany, seconded by Jessica, and all present were in favor. Minutes will be finalized on letterhead and sent to Board Members, and Sarah Coghlin for posting on the website for the Membership.

Reports from Officers:

The President of the Association, Lisa Hooper

Opening Remarks - Welcome

Agenda Topics for the Board

- *NMHJA Sponsored Shows* – discussion following Pam’s email on continuation of NMHJA shows, where to hold them, and the need for increased attendance.
 - Consensus that trainers need to develop their up/down programs if this industry is going to survive here.
 - Jessica says she will be building in this area and that Stephanie is working with a few.
 - NMHJA is not in the business of recruiting new riders, but of supporting them through shows and other membership perks.
 - NMHJA can, and does, create incentives to show. Currently, for example, discounted opportunity classes, series awards.
 - Some ideas for other incentives included: possible free classes, or tack room/stall at the next show, a high point trainer incentive, barn contests, first time barn attendance incentive, gift cards for prizes to encourage shopping in the local tack shops...
 - Brittany suggested seeking “show sponsors”, businesses or individuals to gift/advertise at a higher level to help defray the costs of producing the shows. It was agreed however that even if these are secured, unless we can get show participants up, the classes will not fill and the shows will not succeed.
 - Board will send out a survey that Lisa H and Becky will create
 - Lisa H will do a “reality check” letter with data trends, etc
 - Jessica will draft a letter to send out to the membership after Board review
 - Jessica will create a flyer promoting our shows with the 2018 dates and venues to send to trainers not attending, reach out to eventers, Pony Club, put flyers at Top Form, tack shops, maybe vets...
- *Summer Opener 2018* – Discussion on moving the Summer Opener to HIPICO. Lisa G made the motion to move it to HIPICO using the same weekend as we have been holding it at Expo, Brittany seconded, and all agreed.
- *Harvest Festival* – All set for the upcoming weekend
- *Treasurer transition* – Gina and Brittany are working to schedule time to complete a transition.
- *Elections* – Elections will be held in November (or December?) via electronic ballots, using either Survey Monkey or another electronic service.

- The Board agrees that if willing, Sarah Coghlin will coordinate the election again. We will again offer to pay for her time.
- In accordance with our Bylaws, the term is ending for four of our current Board Members, Lisa Hooper, Lisa Godin, Tamara Evans, and Breyanna Lucero. These Board Members have served as President, Secretary, Awards Committee Chair, and Junior Representative, respectively.
- As Breyanna is now 18, if re-elected she will not be able to serve as Junior Member. Ava could potentially fulfill that role if another Junior does not express interest. As Breyanna will be leaving for college next Summer, however, it is uncertain whether she will seek re-election.
- Lisa Godin will not be seeking re-election and therefore finding someone who is capable of fulfilling the duties of Secretary will be important.
- The Board will be seeking to elect/re-elect 4 Members. Request for nominations will be posted in the Newsletter announcing that Members who wish to be considered for a Board position submit their letter of interest and resume to Lisa Godin by November 6.
- Lisa G will email the Board members not in attendance to advise.

The Vice President of the Association, Becky Newmon (via email report)

- HIPICO show
 - Scheduled a meeting (Thursday October 5th) with Jimmy Campbell, Pam Rush, John Rush, and Lisa Hooper to work out details of scheduled a NMHJA show at HIPICO in 2018.
 - Pam and John are going to meet Jimmy to tour HIPICO on Wednesday. Pam had emailed me and asked to see if anyone would be willing to show them the facility. Jimmy happily agreed.
 - Jimmy is planning on coming down to our NMHJA show over the weekend so that he can get an idea of how our shows run.
 - HIPICO had their fall community show 2 weekends ago and I was told (by one of their employees) that their turnout wasn't as good as past shows. They were told by some clients that they were choosing to come to our NMHJA show instead. (This makes me hopeful for our numbers at our show)
 - ***I know we have discussed the possible dates for our show at HIPICO a lot. Dropping our dates at Expo vs. adding an extra show in HIPICO. My vote would be to drop our dates at Expo and run the same show with the same dates in HIPICO. I think adding another show presents too many conflicts with finding a good date (without conflicting other shows) and finding a date that Rush management is available. I think the May date is a perfect opportunity to capture the clientele (rancho Corazon, Stephanie gershon, etc) before they go up to Parker for the summer. I believe picking up those extra horses/clients outweighs the risk of losing our EXPO dates.
 - ***I think we need to keep our other dates at Expo. I know it was suggested to move all of our shows up to HIPICO but Guy and Jimmy both agree the HIPICO is not a reliable venue in April and October.
 - ***I received no feedback from trainers regarding moving a show to HIPICO. Other than what Jessica said in our email communication.

- Elections: NMHJA elections are coming up in November. Do we just want to have Sarah run them again, the same way she did last year? (See Above)

The Treasurer of the Association, Gina Shufelt (via email):

- Account balances are \$30,347 and \$73,083
- Uhaul has been paid 3 months in advance
- Prizes were purchased from Stateline Tack for \$46
- I emailed Brittany the QuickBooks file and she had difficulties in opening the file in her version of software. We are going to get together and may possibly need to purchase new software.
- I will be at the horse show this weekend Saturday afternoon to pick up pay sheets and write checks.
- Lisa G requested the Summer Opener Horse Show Report which still has not been presented to the Board.

The Secretary of the Association, Lisa Godin

- Requested August minutes be posted on website and they are, but only as of this morning
- Provided newsletter updates/inclusions to Sarah, including the microchipping alert to members, but no newsletter was produced for September.
- Requested a link to newsletters on the website be moved to the News Flash Tab but not yet done.
- Still need to purchase credit card reader with chip capability for \$30.00

Reports from Standing Committees:

The Points & Membership Committee Chair, Becky Newmon

- 84 members
- 89 horses
- all points are up to date
- the USHJA sponsored handy hunter and jumper Classic at our Fall Festival show has no entry fee but all entrants must be NMHJA & USHJA/USEF members. I will print a membership/horse list for Pam so that she can verify entries.
- **towards the end of October I will look at our points and try to get an idea of champions so that Tamara and I can begin to get sizes put together for the jackets and vests for champion and reserve. State Line tack is going to give us a great bulk/association discount as well as free shipping. I will also ask them for a silent auction donation.
- last year I asked Tamara to mail membership renewals with banquet invitations (saved us postage \$\$). I'm hoping we can do that again.

The Rules & By-laws Committee Chair, Jessica Northington

- Jessica – Review of our Rules with Zone 8 specifications analysis will be ready for the November meeting

The Awards Committee Chair, Tamara Evans (via email, excused for illness)

- I received a \$50 gift card from Dan's. We could use it for banquet or whatever.
- I talked to Pam and she thinks we have enough prizes for the show. We might need a few championship prizes but Pam won't know that til she gets here. I will run all prizes I've collected up to her on Thursday.
- I work at Dan's now so if we need extra champion prizes I can pick up. Also if there is something you want Dan's to carry in English dept let me know. They want to redesign that area of the store.

The Member of the Association at-Large, Ava Charrlin

- Silent Auction:
 - Ava reported that she has received more donations (or promises to donate) from the Hunt Club, American Equus, Kathrine Cosmetics, and Quail Hollow
 - Lisa G provided Ava the Silent Auction items received so far so that Ava can take photos and work with Breyanna to start sending out posts about the auction on social media.
- Sponsorships - List of sponsors continues to be reviewed by Lisa G and Ava and Auction Donors/Sponsorships will be updated accordingly

The Junior Member Representative, Breyanna Lucero

- Breyanna was excused absent and had nothing to report.

Website & Newsletter Update

- Request that Sarah move the link to the newsletters to the News Flash tab on the website. Board Meeting minutes also?
- Continue: The NMHJA Silent Auction committee is accepting donations for the auction at the Annual Banquet to be held on January 6, 2018. Please contact Ava Charrlin at acharrlin@gmail.com if you wish to make a donation or if you would like to help on the committee.
- Add: an alert to members about the impending December 1 USEF microchipping requirement for members to get Zone and National (although not NMHJA) points
- Add: Members, Please check your points for accuracy and completeness. Any questions or concerns should be directed to Becky Newmon no later than December 1 to be considered for year-end awards.
- Add: Ballots for Board Member elections will be sent out via Survey Monkey in November. Please ensure you have an email address on file and that it is current. If you need to make any changes to it, please notify Becky Newmon at beckynewmon@yahoo.com no later than November 6. If you would like to be considered to be on the ballot for one of the 4 open positions on the Board, please submit your letter of interest and resume to Lisa Godin, Secretary, via mail or email lisa@lisagodin.com no later than November 6. The Board is especially interested in anyone capable of filling the role of Secretary. Junior members are also encouraged to apply.

Unfinished Business:

- None

New Business:

- None

Action Items:

Previous Incomplete Action Items:

- Lisa G will purchase a chip reader for credit card processing.
- Lisa G will follow up with Sarah to have her create a link to the newsletters on the News Flash tab
- Breyanna will clarify year end award photo inclusion requirements in November and will post the guidelines on the website.
- Lisa H to ask that RMI refrain from sharing the fall videos unless specifically requested.
- Lisa H and Becky will meet with Sparrow and Jimmy of HIPICO to finalize decision on Summer Opener 2018
- Jessica to check Zone 8 specifications for all divisions and compare to ours for syncing.
- Gina to complete horse show report and distribute to Board members.
- ALL Board Members to solicit Silent Auction prizes.
- Lisa H to follow up with Leigh Ann Hella regarding her generous offer to attempt to reduce NMHJA's financial burden to Expo NM by donating the use of the Fairgrounds for one show.
- Gina and Brittany to continue Treasurer transition.
- Lisa G to have Sarah add an alert to members about microchipping in the newsletter

Current Action Items:

- Lisa G to have Sarah add Election notice to members
- Lisa G will email absent Board members about reelection
- Board will send out a survey that Lisa H and Becky will create
- Lisa H will do a "reality check" letter with data trends, etc
- Jessica will draft a letter to send out to the membership after Board review
- Jessica will create a flyer promoting our shows with the 2018 dates and venues to send to trainers not attending, reach out to eventers, Pony Club, put flyers at Top Form, tack shops, maybe vets...
- ALL Board Members to consider candidates for Board elections

Adjournment: Jessica moved to adjourn the meeting; Brittany seconds the motion. The meeting adjourned at 7:53 pm. The next NMHJA Board meeting is scheduled to be held at 6:00 pm on Tuesday, November 7, 2017 at Hayashi Japanese Steakhouse 6321 San Mateo Blvd, NE 87109 in Albuquerque, New Mexico.

Attachments:

- None

Minutes respectfully prepared and submitted by Lisa Godin

NMHJA Board of Directors by Class Year

Class Year A

Lisa Z. Hooper, President
1316 Camino Ecuestre NW
Albuquerque, NM 87107
(505) 344-6914
lzh210@mindspring.com

Lisa Godin, Secretary
8998 Rio Grande Blvd, NW
Los Ranchos, NM 87114
(505) 269-4584
lisa@lisagodin.com

Tamara Evans, Awards Committee Chair
5228 Ridge Rock NW
Albuquerque, NM 87114
(505) 980-9914
jumpinrhino@juno.com

Breyanna Lucero, Junior Representative
(505) 850-3384
breyannaal@gmail.com

Class Year B

**Becky Newmon, Vice President and
Points & Membership Committee Chair**
647 Calle De Blas
Corrales, NM 87048
(505) 350-4390
beckynewmon@yahoo.com

Gina Shufelt, Treasurer
5809 Jefferson Street NE
Albuquerque, NM 87109
(505) 220-8333
ginas@backerworks.com

Ava Charrlin, Member of the Association at-Large
(505) 563-0720
acharrlin@gmail.com

Brittany Jorgensen, Member of the Association at-Large
11104 Desert Classic Lane, NE
Albuquerque, NM 87111
(505) 220-1047
Britj10@outlook.com

Jessica Northington, Rules and Bylaws Committee Chair
217 Coyote Trail
Corrales, NM 87048
(505) 730-8701
jessinorthington@gmail.com

NMHJA Support Staff

Sarah Coghlin, Website & Newsletter Editor
5 Lower Bend Road
Acheville, NC 28805
(505) 280-2924
sscoghlin@gmail.com