

Combined Board Meeting Minutes

Meeting Date: September 24, 2020, 5:30p.m. Pacific, 6:30 p.m. Mountain, 7:30 p.m. Central, 8:30 p.m. Eastern

Meeting Modality: Zoom -Directions and password were sent out ahead of time.

Meeting Logistics

- The meeting was co-facilitated by Julie Alonzo and Jeanne Bond.
- Participants were given instructions as to meeting decorum in a Zoom Meeting. All members had an opportunity to speak on every motion up for discussion.
- Participant order for discussion was also established in an earlier email.

Voting Order

When we vote, the meeting facilitators will either call for a voice vote or a roll call vote. A **voice vote** will be used if there appears to be consensus on an item. A **roll call vote** will be used if any member of either Board requests it, or if there does not appear to be consensus.

If a voice vote is called, meeting secretary (Biddie Lowry) will record whether there were any ‘nay’ vote casts. If a roll call vote is called, Biddie will call on individual Board members by name and record the votes from the Confederation Board separate from the votes from the WE United Board, alternating between calling the votes starting with the Confederation Board and starting with the WE United Board.

Voting order was established prior to meeting. Roll Call Votes are recorded on the Voting Record Sheet and saved in Shared Drives > Collab – BOD meetings folder. There were no Roll Call Votes at this meeting.

Members in Attendance:

WE United		The Confederation for Working Equitation	
Julie Alonzo	Sarah Pinney	Jeanne Bond	Lauren Gueswel
Polly Limond	Cindy Branham	Jill Malone	Natalia Lord
Trisha Kiefer-Reed	Emily Kemp	Leslie Martien	Adair Soho
Erin O’Shaughnessy	Barry Dornon	Ashley Bowers	Kat Waters
Tracey Erway	Kiki Pantaze	Eleanor Thomas	Chris Stanke
Kristine Strasburger	Heather Walters		Maria Blackstone

Members Absent:

CWE: Jill Malone, Leslie Martien, Ashley Bowers, Eleanor Thomas, Lauren Gueswel, Natalia Lord, Adair Soho, Chris Stanke, Maria Blackstone

WEU: Polly Limond, Erin O’Shaughnessy, Sarah Pinney, Kiki Pantaze, Heather Walters

Non-Voting Participant: Biddie Lowry

Meeting called to order at 8:34 pm EDT by Julie Alonzo, President of WEU. WEU organization must have at least 7 members present for quorum. CWE has agreed that a number less than 7 will meet quorum.

All motions will be voted on by the Individual Board of each organization.

- Seven members of WEU present, four required to pass any motion.
- Two members of CWE present, one required to pass any motion.

Agenda: Discussion of Logos

Selection of Top Three Logos – Julie Alonzo

a. Key Point-> Logos #2, 4, 27, and 40 were selected as the top four logos and suggested revisions were made for each logo. These logos and revisions would be sent to the designers. Initial revisions will be sent to Kristine by September 30th. She will work with the designers for a finished product by Oct 3rd. The Board will meet on Oct 5th for the final decision on which logos to send to the membership.

b. Detailed Discussion->

Julie displayed the results of the Board voting on the 42 designs in a spreadsheet, showing the votes, the total of the votes, as well as the total each designer received for multiple designs.

By grouping of the logos by designer:

- Group 10 received 19 votes
- Group 3 received 8 votes
- Group 2 received 12 votes

Tracey commented that she really didn't think any of the designs were enough for a national organization, and Barry said he was not happy that the logos were presented in a group when the Board was asked to vote on them individually. He also thought the big group of logos looked like clipart. Kat was also not happy with presenting the grouping. There are some elements that she cannot support, such as a logo that is very Portuguese. She thought that there needs to be a representation of the diversity of the riders in this country.

Julie removed the grouping of the logos and returned to presenting the individual logos.

Tracy said that there are elements in each of the logos that will work, but certain elements are important:

- Must have USAWE in the logo
- Possibly be able to add the words "Working Equitation" for some uses of the logo
- Needs to be not so Portuguese
- Also concerned with usability of each logo
- Needs to have a stylistic component

Cindy suggested that we select the top three logos and then come up with ideas and instructions for the designer for revisions. This is the normal process. Julie commented that she still likes the WEU logo the best, but that will not work.

Here are the logos that received the most votes:

Logo #4 – 6 votes Logo #2 – 5 votes Logo #27 – 5 votes

Logo #39 – 4 votes Logo #40 – 4 votes Logo # 8 – 4 votes

Kristine suggested that we go over the comments about the top logos. Cindy noticed that four designers created the top six designs.

Some of the comments from the Google Form and from the Board members tonight were:

#2 – need a white outline to define the horses, like the four disciplines, but is very busy, need a different font with more space, colors are ok

#4 – add a white border, play with the colors and outline to improve the design, can't see all of the letters of the organization, breaks major branding rules because letters are not easily recognizable, ask designer to rework this. Add a flag strip on bottom- (Another announced that we cannot do that as the flag strip is a part of another equestrian organization and we might end up in court over it.)

#27- working equitation needs to be larger, looks like clipart, like this one as is clear, crisp and will show up well on clothes and letterhead, needs a better horse, rider needs a hat, needs USAWE, missing a stylistic piece, a little boring

#40 – needs fewer stars, horse needs to be more visible, move USA and WE together, use a different font, need more stripes so it does not look like a basketball

Barry made a motion to send comments from the Google Form to the top artists and ask for more revision. This was not seconded, and the discussion continued.

At this point, Julie shared the screen of the sheet with the top four logos and recorded the suggestions of the Board in the cell below the picture. Below is what Julie recorded.

Logo #4 – 6 votes

- Letters are not legible to people who do not know what they are looking for.
- Letter “U” disappears when on black.
- Garrocha is not lined up evenly with the “W” on both sides.
- We are also concerned about losing fine details of horse and garrocha with embroidery.
- Can you make the hat a bit more US-western? (It looks a little Portuguese here.)
- Reduce width of line between USA and WE.
- Can you also submit a version with the USA in red and the WE in blue?
- Can you also provide a version with the words “Working Equitation” written out (for some uses)?
- Please also provide a greyscale version.

Logo #2 – 5 votes

- Far left rider looks too much like a barrel racer – drop that horse.
- Add white outline to the horses or space them out more.
- Re-arrange so Dressage mule is on left, followed by EOH / garrocha, followed by speed to far right.
- Can you also submit a version with stars the same color?
- We are also concerned about losing fine details of horses and riders with embroidery (tiny white spaces between horses, mule & rider hands, etc.).
- Can you also provide a version with the words “Working Equitation” written out (for some uses)?
- Reduce thickness of the font/lettering slightly (perhaps this font family has a version that has a little more white space in the letters such as U, A, and W).

WE Consolidation

- Please also provide a greyscale version.

Logo # 27- 5 votes

- Can you make a version with USAWE on the left (rather than just USA) and without the words “working equitation” on the bottom?
- Can you make the hat a bit more US-western? (It looks a little Portuguese here).
- Needs more “pizzazz”.
- Needs “something” to help the whole design hang together a little better from a stylistic point of view. It currently looks like three separate pieces rather than a single entity. Possibly a star or stars in the background.
- Please also provide a greyscale version.

Logo #40 – 4 votes

- Fewer stars
- Make the horse more visible (bold) so it is more able to be reproduced well in different media and will be visible from a distance (e.g., on a banner).
- The bottom section looks a little like a basketball at the moment. Can you fix that for the bottom part? Possibly add more stripes or make them smaller?
- Use the horse from the rectangular design (logo #39) in place of the horse on this design.
- Move USAWE together (no space).
- Can you give us a version with USA blue and WE red, and a 2nd version with all the lettering blue, as in your original? But we still like that USAWE does not fit within the circle – so come up with a design element that maintains that feature if needed. We like the font you have used.
- Please also provide a greyscale version.

This information in Julie’s chart (the above bulleted items) will be sent to the four designers for revisions. Kristine will be the contact person for the designers. Revisions must be sent to Kristine by September 30th. Kristine will then work with the designers to tweak what is necessary for the product. The final designs are due to Kristine by October 3rd. We will meet again on Monday, October 5, 2020 at 8 pm, EDT, to decide on which logos go to the membership.

V. Conclusion

With no further business, the meeting was adjourned at 10 pm EDT by Julie Alonzo.

Minutes submitted by Biddie Lowry on September 25, 2020.