

Combined Board Meeting Minutes

Meeting Date: October 5, 2020, 5:00p.m. Pacific, 6:00 p.m. Mountain, 7:00 p.m. Central, 8:00 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 Stanko
Kristine Strasburger	Heather Walters		Maria Blackstone

Members Absent:

CWE: Ashley Bowers, Natalia Lord, Jill Malone, Adair Soho, Eleanor Thomas

WEU: Heather Walters

Non-Voting Participant: Biddie Lowry

Meeting called to order at 8:08 pm EDT by Julie Alonzo, President of WEU. WEU 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.

- Eleven members of WEU present, six required to pass any motion.
- Six members of CWE present, four required to pass any motion.

Agenda

I. Approval of Meeting Minutes for September 23 & 24, 2020 – Julie Alonzo

Motion made by Julie Alonzo **to accept the minutes of September 23 and 24, 2020 as submitted.**

Seconded by Kiki Pantaze.

Discussion? none

Seeing no further discussion, Julie called for a Voice Vote on the Motion.

Voice Vote: When asked, “ayes” were heard and no “nays” were heard. **The Motion carried.**

II. Discussion of Revised Logos – Kristine

a. Key Points->

After a long discussion about the pros and cons of the four logos submitted, the Board decided to send these two logos to the membership for a vote.



b. Detailed Discussion->

All four logos met the basic requirements of having USAWE and USA Working Equitation in the logo. Other requirements were that it have the colors of the USA, would look good in grayscale as well as color, readable both close and far away, and meet basic branding guidelines. Kristine explained that she worked with these artists and five or more revisions were made since our last meeting.

Logo #1:

Tracey was concerned that the horse was bumped too close to the block letters, USAWE. But if the horse was moved, then the tip of the garrocha pole would either be inside the letter U or have a space between the pole and the U. Then there was a major discussion about which direction was the horse moving, what gait was it in, which lead was it on, was it coming towards you or moving away. The design of the horse created an illusion where different people saw it in different ways. It was also mentioned that the two back legs were so close that it did not look clear. Although several mentioned that this logo was originally their favorite, now they agreed revisions would need to be made. Some suggestions were to change the font and reduce the size of the letters. Another was to add an eye spot to clarify which way the horse was moving.

Logo #2: This logo brought a lot of discussion. Several people did not like that the rider did not have on a hat or helmet as stated in the rule book, but it was pointed out that it was an artistic representation and didn't have bridle or saddle either. The lettering of the USA Working Equitation was too small and some still thought that the outline of the horse would be lost in embroidery. It was pointed out that if the lines were made thicker, then one would lose the “broken line” drawing. Others were okay with the design, but then noted that the WE and the

stripes were a different red. It was noticed that the horse was not centered in the circle, but someone else pointed out that the horse was centered in between the stars. It would be difficult to center the horse in the circle and not have the tip of the garrocha and tip of the tail be the same distance from the stars. Kat then asked why the logo must have both the long name (USA Working Equitation) and the acronym (USAWE). Kristine explained that sometimes it is nice to have a logo where you can remove the long name and just have the remainder of the logo. Julie summarized the discussion that several changes would have to be made for this logo to go to the membership: need a brim, center the horse, use the same red, for example. Discussion moved on to another logo after deciding that this logo would need revisions.

(There were a lot of pros and cons with the remaining logos being discussed back and forth for a long while. For clarity, I will mention the cons first, then the pros.)

Cons for #3: Emily mentioned that the cattle phase was missing, but Jeanne pointed out that in the last meeting, it was decided to remove the horse that was barrel racing so there would only be three horses. The choice of horses was discussed as well as the order of the horses.

Pros for #3: Trisha summarized that she loved the spacing, the action, the unity, the diversity, and the transferability of the logo. Many others were impressed with the three different horses representing the fact that all types of horses and riders participate in working equitation in the USA. There was mention of the four trials of working equitation, but others felt like the logo was showing the diversity, not each trial. There was a bit of discussion about the mule, but overall, most were fine with it. Kristine asked if any revisions need to be made, and there were not any that the majority wanted. Some mentioned that #3 had some similar features as WEU's logo, but another pointed out that it was ok to have some of the same elements. All the logos used the red, white, and blue colors and a horse/rider combo.

Cons for #4: Several were concerned that the lettering under the circle was too small and one just did not like the horse. Some did not like the circle shape; others were fine with it.

Pros for #4: Kristine mentioned that the eye was added for clarity. Kristine also reminded this group that the Board wanted a logo with pizzazz and felt like this was delivered. Trisha mentioned that she liked the flag symbolism, and it would look good as a patch. Julie was ok with this design and mentioned that it could be usable on a variety of media. Chris agreed that the circle was great for decals, ribbons, and patches. One person mentioned that the four stars could represent the four trials. Several members just loved this logo and felt it had a lot of pizzazz.

The Board then discussed logos #1 and #2 again.

Kat began the discussion by explaining that logo #1 was biomechanically problematic as she heard about twelve different opinions on the horse and its movement. Logo #2 was also problematic and felt like we needed to pull #1 and #2 as too many revisions would be required. Several people agreed with this. Polly mentioned that it would be nice to have a logo that could be used in different ways, like the WEU logo. Trisha was concerned that #2 was too busy and #1

had too many problems. Kristine did not know if it could be fixed in one revision. Tracey like the stacked USAWE letters. Kristine pointed out that #2 would be difficult to read at a distance. Logo #1's anatomy was discussed again and didn't know if that could be fixed without basically starting over. Since we have two logos with many issues, Leslie suggested that we eliminate them now. Overall, the bottom two logos were liked by the Board.

Julie then made a motion.

Motion made by Julie Alonzo to send out logos #3 and #4 to the members for a vote.

Seconded by Lauren Gueswel.

Discussion? none

Seeing no further discussion, Julie called for a Voice Vote on the Motion.

Voice Vote: When asked, "ayes" were heard, and one "nay" was heard. The Motion carried.

Julie explained that she would create a Google Form to send to the membership to vote on these two logos. She would get with Biddie who had combined all the members and their email addresses into one spreadsheet for the election and use that email list to send the logo vote Google Form.

The discussion continued with Tracey being still concerned about the logos the Board chose. She asked if Julie could list some criteria for the members on the form so that they just don't pick the one that looks pretty, but analyze the logos for features such as longevity, goes on various media, and other good branding principles. Julie agreed to do that.

III. Phase 2 Team Status Check – Jeanne Bond

Jeanne opened with the statement that she needed to know status of each member's assigned area. She would go down the list and ask each person for a report on the level of completion, any issues, and is it ready for review.

A. Awards – Tracey Erway

Tracey stated that the tasks have not been started. She will get back with Jeanne very soon and give her a date of when she will be able to get the information to Jeanne.

B. Coaches Program – Trisha Kiefer-Reed

Trisha explained that she was working on this and making a lot of progress on the forms. She had a meeting next Wednesday about the Coaches Program and will let Jeanne personally know the status after the meeting. Jeanne asked Trisha to talk soon and see what else is needed.

C. Competitions – Jeanne Bond

Jeanne said that she has been through first part of the show manual/guide for show managers and was developing the needed database and forms for competitions. She was working with Melanie O'Rorke on that as the forms will be on the website. Melanie is working on setting the calendar up correctly on the website. Jeanne still needs to work with the Licensed Officials (LO) team to get the judge's and TD's evaluation forms completed.

D. Elections – Biddie Lowry

Biddie reported that after combining the databases from the two organizations, removing the duplicate emails, International members, and youth, we have 716 members eligible to vote. Fifteen people accepted a nomination and turned in their Candidate Statement. She will call Simply Voting tomorrow to find out how to include the region number with the upload of member names and email addresses. All is on schedule and foresee no problems. The ballots will be mailed out October 16th via Simply Voting.

E. Ethics – Jeanne Bond

Jeanne reports that the Ethics procedures have been entered into the Policies and Procedures Guide (P&P). The P&P is not as critical as some of these other things being mentioned tonight. Cindy Branham is working on forms necessary for the Ethics Committee.

F. Legal – Kristine Strasburger

Kristine stated that she believed that all five members of the Review Team have signed the Letter of Engagement for reviewing the Bylaws. This was a requirement from the attorney before he/she would examine the Bylaws. (Note: Kristine explained that the Letter of Engagement names five members of the Review Team who are named personally responsible for the bill should it not be paid by the corporation.) That process took longer than expected. Leslie reported that the code of conduct will also go to the attorney.

G. Licensed Officials – Julie Alonzo

Julie said that the LO team has met twice and are continuing to work on application and review forms. They are close to finalizing the test template with test questions about the rules for coaches and judges. The team wanted to make sure that the test made sense, and that it was professionally written. They will have someone else review the questions as well as ask judges to contribute some questions. Once all the questions have been written, they will have an item bank that covers the entire rule book. This is an involved process, and the team is working hard to prevent bias.

Julie also stated that she will eventually need to send the Code of Conduct to the LO. All LO must sign these forms to get their names on the new website.

Julie is also asking for a bio and photo from each LO to put on the website. She is still waiting on the Code of Conduct from the attorney.

Tracey then posed a question to Jeanne concerning which meeting minutes contained the information about the Awards Team that she needed. Jeanne directed her to look at the Phase 2 Action Plan where she will find what she needs. Jeanne also encouraged Tracey to call her if she had any questions.

H. Marketing – Kiki Pantaze

Kiki reported that she had not done much on marketing as she is waiting on the final logo. Every document must have the logo on it.

Jeanne explained the need to develop a document standard, such as using a certain font and size. All show manuals, corporate documents, etc. need to be standardized. Tracey said we

need a Style Guide. Kiki will talk to her group about this and ask Tracey for assistance to develop the Style Guide.

I. Membership – Julie Alonzo (for Mindy Finelli)

The basic membership information will be sent to Melanie O’Rorke. She needs PayPal information for website. She did not want to open USAWE membership to the public until after the elections as did not want any confusion with ballots.

Chris stated that she was on the membership committee and spoke recently with Mindy; we are on hold until things progress farther.

Julie reported that all horse recordings have been combined into one database, and that she gave it to Melanie. Melanie will work on getting the list of horse recordings into the website. Julie expressed concern that the website was the only location for all documents. She recommended that all documents be saved in the USAWE Google Drive as a backup. The website will use “gravity forms”, a way to fill out forms directly on the website instead of using a Google Form. This will be a cleaner way to do member and horse membership.

Jeanne inquired whether payments would occur on the website or would have to go to another location. Julie believed that there will be a PayPal link but was not sure. USAWE currently has a PayPal account as WEU recently transferred \$4000 to this account for USAWE to use as startup money. What she has seen so far, looks great.

Jeanne then asked Julie to explain what a gravity form is.

Julie explained that the website uses Word Press; Gravity Form is a plug in that lets you collect information on the website, and then put the information directly on the website server. Gravity forms look very professional and are easy to use. It is embedded on the website, the data is saved on website server, and it integrates with payment options. Melanie knows how to do this. Gravity Forms should reduce the number of humans needed to process information. Julie recommended a weekly update of members and horses to the Google Drive.

J. Policies and Procedures – Jeanne Bond

Jeanne explained that the basic outline of the P & P is finished. Kiki is helping to plug items approved by the Combined Board into the P & P manual. Because of the breath of this task and because of other priorities, it will not be completed by November 1st.

K. Rules – Jeanne Bond

Jeanne reported that the Rules Committee is in the midst of the revision of rules; it is almost finished and will be bringing the Rules to the Board soon for approval.

L. Website – Melanie O’Rorke (unable to attend meeting)

Jeanne asked if anyone else had anything to share. Jeanne also said that once your material has been approved by the Review Team, then send it to Melanie so she can start putting these things on the website. Jeanne hoped to have awards posted by December 1st. Even though most of awards recognition does not start until December 1st, we do need a description of the

awards on the website. The Community Code is on the website. The website is keeping people updated about the election process.

Tracey asked if the website design has a look, feel, flow; Jeanne responded that it does not have that yet. Kat said she is waiting on the logo to do her stuff. Tracey stated that she and Kiki will help develop a style guide for the website.

Jeanne mentioned one more item. The new organization will need email addresses specific to USAWE and inquired how that will be accomplished. We are a non-profit but not an official 501(c)(3) yet. Julie was given the go ahead to purchase the G Suite for USAWE.

Jeanne then mentioned some emails that would be needed but needed a complete list. Tracey suggested that Jeanne record the list of committees that need an email. Kristine said the plans were to assign unique emails just for officers/Board members. It was suggested that the emails be set up with the name of the committee and office. Tracey suggested that we first create the list and then share it on Google Drive.

M. Finance– Erin O’Shaughnessy

Erin reported that the Finance part is not ready for review; she talked to Julie about Quick Books. She hopes to work on this over the weekend.

After the Phase 2 Team Reports concluded, Tracey explained that she thought comments about the logos should be allowed on the Google Form. Cindy explained that it was our job to come up with the logos and the members get to vote on the choices sent to them.

Tracey again expressed her concern that certain things should be explained on the Google Form for the logo vote: the logo should represent-our country, our mission, branding guidelines, etc.

Kristine felt like both logos should be up to the task. Trisha validated what Tracey was saying and believed that there needs to be a paragraph about branding and what the members need to consider when making the decision on the logos. Julie believed that the two logos should be presented, and we should not post the response sheet showing how other people voted. Polly expressed her concern that we are rushing things as she is not happy with either logo. She wanted to take time to think to the future. Having the correct logo is huge and the process should not be rushed.

Jeanne recognized the concerns that several members said about the logo and logo voting. She further explained that the logo was only one thing along with hundreds of other things that need to be done before this organization officially begins. She said to let the membership vote on the logo, and then if the logo is not working after a couple of years, then we can redo the logo. Many corporations rebrand. Jeanne also acknowledged Tracey’s wisdom about branding, but too many things depend on this logo being finalized so that other items can go forward.

Julie explained that she looked at logos from many other countries and that the proposed USAWE logos are better than what she saw. We can always do a re-design later. Leslie

WE Consolidation

appreciated Julie checking into these things and told Tracey that she understood what she was saying. Leslie further said that she thought we have gone through this process in a good way.

Julie explained that it should take about 5 days for the membership to vote. She will get the form finished and email it to members tomorrow. She asked the Board Members to encourage voting members to vote for the selection of the logo.

IV. Conclusion

With no further business, the meeting was adjourned at 10:09 pm EDT by Julie Alonzo.

Minutes submitted by Biddie Lowry on October 8, 2020.