



## USAWE Board Meeting Minutes

**Meeting Date:** February 15, 2021

**Meeting Time:** 5:00 p.m. Pacific, 6:00 p.m. Mountain, 7:00 p.m. Central, 8:00 p.m. Eastern

**Meeting Modality:** Zoom

Board Members Present		Board Members Absent at Roll Call	
President	Leslie Martien	President Elect	Barbara Price
Secretary	Julie Alonzo	Treasurer	Erin O'Shaughnessy
At Large Director 1	Trisha Kiefer-Reed	R6 Director	Kimberley Hillyer
At Large Director 2	Doreen Atkinson		
R1 Director	Kristine Strasburger		
R2 Director	Robin Bond		
R3 Director	Cindy Branham		
R4 Director	Kiki Pantaze		
R5 Director	Alex Tyson		
R7 Director	Rebecca Algar		

Current # of Board members = 13. BOD members required for Quorum = 7. # of BOD members in attendance = 10. Quorum was established.

### **USAWE Adult Members in attendance for all or part of the meeting:**

Jeanne Bond, Chair Rules & Competitions Committee

Mindy Finelli, Chair Membership Committee

Kate Fowler, R3 Member

Erin Long, Chair Awards Committee

Kat Waters, R6 Member

**President Martien called the meeting to order at 6:02, Mountain Standard time.**

### **MARKETING & LOGO USE**

President Leslie Martien asked Kristine Strasburger to provide an update on the marketing framework that Barbara Price had previously shared with the Board.

Kristine shared the ideas that Barbara Price, Kiki Pantaze, and she had previously shared with the Board. Rather than having siloed committees for marketing, publications, and website, the proposal is that the Board consider appointing an overall marketing oversight committee that will work with and direct the different branches.

Leslie shared on the screen the USA Working Equitation Logo and Brand Guidelines that Barbara had put together, while Kristine spent some time going over the document. Leslie suggested that the Board authorize Barbara, Kristine, and Kiki to continue to move forward with



the development of the guidelines for logo use with the understanding that they would bring it to the Board for review and official approval at a future date.

Any suggestions should be sent to Leslie Martien, Barbara Price, Kristine Strasburger, and Kiki Pantaze via email.

**Leslie Martien, President, made a motion to:**

**Motion:** Authorize Barbara Price, Kristine Strasburger, and Kiki Pantaze to continue to move forward with the development of the guidelines for logo use with the understanding that they will bring it to the Board for review and official approval at a future date.

Motion was seconded by President Rebecca Algar, R5 Director.

- **The motion passed unanimously by voice vote with no “nays” heard.**

***COACHES NETWORK COMMITTEE***

The Coaches network had previously submitted to the Board a document detailing the process the Committee had used to solicit and make recommendations for adding an additional two members to the Coaches Network Committee. A total of 44 people had expressed interest in serving on the Coaches Committee.

During the Board meeting, the Kat Waters, Coaches Network Committee member went over the process the committee had used in selecting their recommendations for adding two additional members to the committee and asked if there were any questions.

Rebecca Algar, R7 Director, asked where the nominee Emily Kemp lived. Kat explained that Emily Kemp lives in R5.

**Julie Alonzo, Secretary, made a motion to:**

**Motion:** Appoint Ashley Smith, R1 member, and Emily Kemp, R5 member, to the USAWE Coaches Network Committee.

Motion was seconded by Kristine Strasburger, R1 Director.

- **The motion passed by voice vote with no “nays” heard and one abstention.**

***LICENSED OFFICIALS PROGRAM***

The Licensed Officials Committee (LOC) had previously submitted proposed changes to the Licensed Officials Program at the January 25, 2021 Board meeting. After discussion, it was agreed to add the proposal to the next Board meeting to allow Board members more time to review the proposed changes.



**Julie Alonzo, Secretary, made a motion to:**

**Motion:** Approve the proposed changes to the Licensed Officials Program initially presented to the Board for approval at the January 25, 2021 Board meeting.

Motion was seconded by President Leslie Martien.

➤ **The motion passed unanimously by voice vote with no “nays” heard.**

***THOUGHTS FROM LESLIE, ABOUT PROCESSES***

President Leslie Martien suggested that the Board consider adopting an approach in the future for proposals that have been approved by the Board. Perhaps come up with a process by which members can submit suggestions/recommendations for a finite period of time, and have the Committees review those suggestions.

This would give members an opportunity to provide input and also provide committee members the opportunity to make decisions related to the tasks for which they are responsible. Adopting a process such as this would allow the committees to feel greater support from the Board while also giving members an opportunity to provide input.

Secretary Julie Alonzo said she thought the idea was a good one and added that she thought it would be good to increase the transparency of the proposals as they are received so that members are able to see what proposals have been made. She pointed out that one of the differences between the Rules process and the Consolidation process is that the Rules process has operated in a bit of a “black box” in the past where nobody except members of the Rules Committee were able to see the suggestions as they were submitted. She recommended that the Board consider making the proposals public as they are submitted as we did during the consolidation project (easy to accomplish with the website and Google Forms/ Google Sheets).

President Leslie Martien agreed that that additional transparency seemed like a good idea and indicated a desire to work on a proposal for how we might put a process such as this in place for the future. Secretary Julie Alonzo said she would be willing to help out with this as well.



**POWER OF ATTORNEY FOR 501(C)(3) APPLICATION**

Leslie Martien has completed the application for 501(c)(3) status. The only thing left to do is grant Leslie Martien Power of Attorney so that she can officially sign on behalf of USAWE.

**Rebecca Algar, R7 Director, made a motion to:**

**Motion:** Grant Limited Power of Attorney to Leslie Martien for the purposes of submitting 501(c)(3) recognition for USAWE.

Motion was seconded by At-Large Director Doreen Atkinson.

- **The motion passed unanimously by voice vote with no “nays” heard.**

**ADDITIONAL COMMENTS**

Additionally, President Leslie Martien emphasized the need to respond when a motion is sent via email. There may be some small matters that come up between Board meetings that could be handled by email, and if they come up, it’s important that the Board vote.

President Leslie Martien adjourned the meeting at 6:49, Mountain Standard Time.

Minutes submitted by Julie Alonzo, USAWE Secretary