



USAWE Board of Directors Meeting Minutes



Meeting Date: 1.3.2024

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

Meeting Frequency/Modality: Special Meeting to discuss 2024 Budget and USAWE sponsored event cancellation/refund policy

Agenda sent 12.27.23.2024 and posted to USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Board of Directors (BOD) > Board Meetings folder

Minutes: The 1.3.2024 Minutes were e-approved 1.8.2024 and posted to the USAWE.org > Corporate > Records > Meeting Minutes and filed in USAWE G-Drive > Board of Directors (BOD) folder

NEXT MEETING – January 10, 2024. Submit Agenda items using the online [Board Agenda Item Request Form](#) located on the usawe.org website > Corporate > Records page

Board of Directors in attendance for all or part of the meeting:		Attendance at Roll Call	
Executive Committee		Present	Absent
President	Doreen Atkinson	P	
President Elect	Tracey Erway	P after roll	
Secretary	Amie Perryman	P	
Treasurer	Leesa Nero	P	
At Large Director 1	Robin Bond		A Excused
At Large Director 2	Stephanie Hayes	P	
Regional Directors			
R1 Director	Sara Mackenzie	P	
R2 Director	<i>To be Appointed</i>	--	--
R3 Director	Chris Stanko	P after roll	
R4 Director	Kiki Pantaze	P	
R5 Director	Sara Barnwell	P	
R6 Director	<i>To be Appointed</i>	--	--
R7 Director	Pat Melton	P	
Clerical Assistant (non-voting)	Kris Blacklock	P	

Current # of Board members = 11 | 6 BOD members required for Quorum.

BOD members in attendance at roll call = 8 | Quorum was established.

BOD Meeting Attendance Log was updated.

Non-voting USAWE Committee Chairs in attendance for all or part of the meeting						
Affiliate Organizations	Kristine Strasburger	P		Licensed Officials (co-chairs)	Christy Reich Doreen Atkinson	A P
Awards	Bridgett Klingler	A		Marketing and Promotion	Amie Perryman	P
Competitions	Kim Hillyer	P		Membership	Kate Steffes	P
Elections	Biddie Lowry	P		Professional Development	Sue Watkins	P
Ethics	Dan Dahlke	P		Rules	Jeanne Bond	P
Financial Oversight	Terri O’Neal	A		Website	Kristine Strasburger	P
Horse Recording	Mindy Finelli	P		Youth Development	Kasey Riddle	P
International Competition	Kellee Campbell	A				
Task Force Leads in attendance for all or part of the meeting						
Bylaws	After P&P reviews	--		Quality Assurance	Lidia Taylor	A
Championship Show Structure	Chris Stanko	P		Strategic Planning	Doreen Atkinson	P

Current # of Committee Chairs/Task Force Leads = 19; 14 in attendance.

Excused = notified Secretary and President in advance director (or chair) was unable to attend the meeting.

Call to Order: President Doreen Atkinson called the meeting to order at 5:00 PM Pacific Time.

TREASURER’S REPORT– *Leesa Nero, Treasurer* - update provided by email. Financial Report as of 11/20/2023.

U.S. Bank Checking #1.....	\$	2,532.47
U.S. Bank Checking #2.....	\$	665.00
U.S. Bank Savings Restricted Funds.....	\$	2,191.41 (1)
U.S. Bank Money Market	\$	147,032.73 (2)
PayPal Bank.....	\$	15,928.49 (3)
Total Cash Funds	\$	168,350.10



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2024 BUDGET – Leesa Nero, Treasurer

Reviewed **preliminary** 2024 budget based on historical, board and committee chairs to help make financial decisions throughout the year. Board and Committee Chairs to look at each month to compare anticipated actual income/expense to budget. This year's budget, prepared by Leesa Nero, Treasurer, is based on QuickBooks accounting (last year it was an excel file created by Kris Blacklock, Secretary). **Note:** If there isn't a number in QuickBooks, then it won't populate to budget. Any monies coming in 2023 will not be included in the 2024 budget (due to QuickBooks actual year accounting). A few committees' income/expense to be added (LOC, Marketing, etc.) before the 2024 Budget can be finalized. After Dec PayPal and USBank accounts are reconciled (Jan), then actual numbers can be finalized.

International Program training camps are 'self-funded'; any profit is used to fund the next camp. Leave Dec 2024 as \$0 income as the first 2025 camp date to be determined (Jan 2024 income came in Dec 2023).

Youth Development asked to adjust 2024 expenses.

Membership reviewed adult and youth memberships to date. The 2024 budget has no history of youth membership income since youth membership fee was \$0 since the 2020 merger. Membership income looks conservative (reasonable). Will provide month-by-month membership trends for 2021-2022-2023. Recommended adding specific events to Membership Request Form to track USAWE trade show grant effectiveness: i.e., Art of the Cowgirl, Horse Expo(s), Trade Show, Professional Instructor, etc. Use email addresses from grant events to develop targeted membership campaigns. USAWE income is from membership (primary) and horse recording (secondary). Recommend tracking historical membership trends per month.

LOC wants to see what's been budgeted per committee.

Board to determine what happens if budgeted items exceed anticipated income. Bottom line, the organization needs to have a balanced budget. Need to quantify spending – what is the return on the expense? # new memberships, event profit, etc. Track events and tag it on the membership request form so the board can see where marketing \$\$ spent was most beneficial.

Budget should be tied to upcoming strategic planning. Committees are the working part of the organization, the vision, creative growth to meet the vision and mission of USAWE. Overall budget allows the organization to be collaborative in funding. What is the work this year? What is the cost? What is the projected revenue? How will activities/events propel the organization going forward?

Next Steps – Provide any changes to the preliminary budget shared this evening to Leesa Nero prior to the January 10 board meeting during which a preliminary budget will be re-reviewed. Tracey Erway, President Elect to meet with committee chairs to prepare data and standardize a budget format for a finalized budget to be board approved in February. In the meantime, if any committee has expenditures for January or February, bring a short-term funding proposal to the January 10 board meeting.

CANCELLATION/REFUND POLICY – Leesa Nero, Treasurer

Rationale: To minimize organizational financial risk.

Add a statement to Membership Application Form: *USAWE Membership is non-refundable.*

Jeanne Bond and Sara Mackenzie to draft for board consideration: Include a cancellation/refund policy and a checklist for USAWE organization sponsored events (i.e., championships, clinics, seminars, training camps, etc.; not local shows) that impacts a USAWE committee's and the overall organization's budget.

Jeanne Bond and Sara Mackenzie to draft for board consideration: Provide recommended cancellation/refund policy language in the competitions manual to assist show organizers (currently in prize list but not competitions manual).

ANNOUNCEMENTS - Feb 3 Annual Members Meeting – Board and Committee Chairs to provide 2-3 min updates.

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President Doreen Atkinson adjourned the meeting at 6:58 PM, Pacific Time.

Minutes prepared by Clerical Assistant Kris Blacklock; submitted by USAWE Secretary Amie Perryman.