

Dressage Desperados Meeting

April 11th 2009

In attendance at the Dressage Desperado Meeting held at Gina's home were: Janet O'Connell, Kate St. Clair, Debbie Lindley, Kathy Nushart, Sharon Zovod, Gina Sparks. (Also Niko Sparks ☺)

Five Minutes

Janet: The facility at Rd 2 N and Windmill might be good for a show.

Kate: Equistar has been helpful and supportive to DD. We should support them in return.

Kathy: Thank you to set up and tear down crews at last show.

Gina: We should wear our t-shirts to Equistar shows. Also expressed appreciation to volunteers at last show.

Sharon: Liked the food at the last show. Also offered her house for October show if arrangements for warm up ring can be made.

Bank Account

Kathy reported that we have opened a combined business and savings account. President, VP, Treasurer and Sgt. at Arms will have debit card and check signing authority. Under the new arrangement we will be able to change those on the account when we change officers.

Insurance

Kathy reported that we now have liability insurance. The insurance covers four shows and is for protection from lawsuits only. It does not cover members, since the assumption is that we won't sue ourselves.

New Business

Gina suggested we add to meeting agendas going forward:

- Sponsorship
- Merchandizing/Advertising
- Web Site

Sponsorship

Tent - Gina has looked at the cost of purchasing a tent for rated shows. Cost of \$500-\$600 was deemed too much for club by members present.

Banner – Gina suggested that a banner might be a good alternative to a tent. She has found a place that could supply a 2 ft. x 6 ft. banner for \$30. This would be good for schooling shows as well as rated shows. The group was enthusiastic about this idea and asked that Gina investigate local suppliers as well as companies on line. Debbie moved that we get two banners and the group agreed. Gina found that the best deals were online.

Sponsoring a Class at Equistar Show – Gina suggest we sponsor classes for Equistar. These are \$10 a class or \$50 for the rest of the season. Gina suggested we sponsor Dressage Equitation. Group agreed.

Sponsoring a Class at the Flagstaff Show – All agreed that advertising is too expensive but that sponsoring a class is a good idea.

Advertising

Standardizing on Font – Gina found a font that we will use on all printed materials going forward. We will not change the font on the DD logo, so beautifully designed by Lara.

Advertising with NAC – Gina presented advertising costs for NAC. After discussion, it was determined that rather than buying an ad in the program, Gina will look into the cost of hanging a banner or banners at NAC shows.

We are preparing a basket for a silent auction at the next NAC show

Advertising with ADA – Sponsorship of classes needs to be researched. We will look into the cost of hanging a banner at ADA shows.

Merchandising

Kathy suggested coffee mugs with our logo. Kate suggested travel mugs. Debbie suggested ball caps. All agreed these were good suggestions.

Other

Flagstaff Show in May – Gina asked that all members let her know if they are planning on showing in Flagstaff so that we can consolidate travel and accommodations. Please contact Gina to let her know if you are planning on making the trip.