

- **TOWN HALL MEETING MINUTES**
- **SEPTEMBER 27, 2011**
- **HELD AT 3191 SOUTH 3300 EAST (Nance Allens office)**
- **Submitted by Ivy Woolley**
- ATTENDEES: Nance Allen, President, Julie Lawson, Vice President, Alison Child, Treasurer, Corinne Cody, Director of events, Vicki May, Director of Communications, Sue Jero, Director of Competitions, Sari Stevens, Director of Marketing, Ivy Woolley, Secretary
- Excused, Eva Adophi, Special Advisor
- Members in attendance: copy of sign in sheet attached

CALL TO ORDER: 6:40

Meeting began with the announcement of 4 Board position's open this fall, need to submit names by October 10 to be considered, also a reminder to everyone to submit score passport to Sue ASAP. Nance asked that before speaking please state name as some of us do not know everyone here. We also want to keep meeting to an hour.

Nance announced that no final decision will be made tonight. The meeting is held to hear concerns, wishes, and desires. Purpose of the meeting is to hear from membership. Share information, discuss challenges to put on shows and dispel any rumors. Nance then asked the Board to introduce themselves.

Nance stated that a 5 year contract has not been signed with South Jordan Arena, show has not been canceled. It has come up now and in years past, should the board be involved with the Annual Show? 36% of members showed this year, only riders, not counting owners. Andrea Lewis asked how many members live in Utah. We have 192 members, 21 out of state, 5 don't live in Wasatch front or back, 106 live on Wasatch front. Nance went on to give history of Annual Show:

In 1972 Eva and her family got together and held first show. Since that time Lynnleigh, Millbrook, Rose Ranch, Zepher, State Fair came along and things changed.

Question: Do we want to continue to have "Annual" Show and what should it look like.

Asked by show of hands how many want the show to continue. Everyone raised hands.

DISCUSSION:

Jim Hicks: Show should make money, not take away from total, we all want show to make money. Why just UDS as opposed to another show?

Randi Verrier: It has been a nice show, managed well, good show. It's best to benefit UDS.

Jim Hicks: It gives people chance for awards.

Barb Progress: It is a special show, with special awards.

Board: Trophies will be updated and shined up.

Patty Thurman: This is one show everyone shows up to, I look forward to it. It unites the club

Steph Brown-Beamer: Can we look into having it in conjunction with regionals?

Karen Weight: It's more cache to say I got UDS award, it sounds better.

Margo Gogan: Remember we are talking about 2 day / 2 ring show. We are at an interesting junction; we don't have to have UDS look the same. So many GMO's join up. Region 6 even does awards dinner, if we are open to ideas....

Lori Karpinski: Tradition is nice.

Steph: If we figure out how to combine the shows would we gain members?

Question by participant: How does UDS do financially?

Alison:

2009 Sage Creek/venue 2 rings, 2 days, cost \$1200.00 Sage Creek handled stall rental. Profit to UDS was \$1400.00

The difference to do private vs public: cost \$1800 per day. However you make the money on stall rental. \$10.00 per night per stall, 45 stalls, 2 nights profit \$900.00, so facility cost \$900.00, left net profit of \$2300.00

2011 Millbrook, attendance was down for whatever reason. \$2000.00 on rings/no stall rental. Waiting for final tally. Hoping we broke even. Regionals are up in attendance and local shows are down.

Steph: Short Tour took people away.

Board: 2009 110 rides/day 2010 90-95 rides/day 2011 80 rides/day

Last year went to Wasatch, at that time could only do one ring in and out. Cost was quoted at \$5,000.00, does not mean we cannot talk with them again.

Question: How far in advance do we need to line up show, venue, judges, manager, dead line with Omnibus?

Answer: Typically it's the same weekend every year. We have Herriman, Golden Spike, This is a challenge for us. Omnibus due in 2 months. If we have it in public place we need to do it way in advance.

Daniel Compton: Do we advertise in other states?

Answer: Colorado, Idaho

Margo Gogan: Has anyone seen Golden Spike or Herriman?

Nance Allen: I went to Herriman, footing is awful. Footing is something we need to sit on, not every place is going to be perfect. Our mission statement is to educate, we do more than rodeos in this state. We would like to opportunity to talk since they charge \$395.00 for two rings.

Patty Thurman: Herriman is always windy, you have to unload on asphalt, and footing is bad.

Sidney Ottesen: I haven't heard anything about a private facility. Would the UDS rather not make money and make members happy?

Nance Allen: Quality of show is most important. Can we have short term and long term strategy? Do people prefer to have local event or expand for more regional draw due to cost. If we only have 80-100 people we will pay more to show. If more people cost will get spread.

Participant: The idea of regional show will not drive people with crappy footing. Evan went and dug around metal detector two times, area of 10 feet. (They passed around box of metal items found)

Alison Child: Let's back up. Why a public facility? Means level playing field. I am competing against someone who lives there. It has nothing to do with the private barns.

Andrea Lewis: Horses notice every sign for 2 weeks. Scores are lower. I have contemplated not showing.

Karen Weight: I understand. If I trail ride he just walks by. But change things at home-OMG

Daniel Compton: I want to add to level of playing field, life isn't fair, don't show then. I ride at home. I am not affiliated with any barn. My horse is still tense at So. Jordan.

Trisha Kerwin: My barn hasn't held a show. I have a lot of experience. I have not ever heard it said not level playing field. Horses are worse at home.

Annette Coester: Private place vs. So Jordan, So Jordan is convenient but footing difficult. But rather have a show than not. But change something at home they go bonkers. I don't agree about level playing field.

Jim Hicks: Facilities are booked 4-5 years out. If that is where the board goes. When are board positions up for voting? Make sure when board goes we are not tied up for years with new Board on.

Steph Brown-Beamer: We can get on rotation between private barns. Wasatch has major plans. For now do 2012 UDS Annual in conjunction with regional and next 2 years rotate between Sage Creek and Millbrook.

Alison Child: Question, We are saying we want to grow, do you agree the board is going in the right direction?

Barb Prograss: If you expand how will it affect trophies?

Answer: If winner is member and win they get trophy.

Margo Gogan: I want to commend Nance for getting us together. I have never seen the Board give the members a chance to talk face to face. I see everyone on same page, going down same road, let's stay working together. We could produce good things.

Steph Brown-Beamer: How can a private barn make UDS special? Have party? We could all get involved.

Jim Hicks: Sage Creek has tried a party but no one showed up.

Daniel Compton: Back to stalls. What does that look like?

Karen Weight: Let me give you a different perspective. My husband is show manager for the State Fair. The shows are growing, not growing by out of state. The increase is in local people. When I started we had one ring, one day. We have grown; I would rather see local growth.

Ken Bigler: If the show gets a good reputation it would grow. The competition would be there. We need the young riders to help grow.

Jan Lawrence: We are in contraction making big plans right now is ongoing.

Patty Thurman: I agree to a point, but don't shrink potential. RMDS had a huge championship show-good model-can we get there?

Carol Kounanis: Going back to local. We can't let local member's parish. Why are current members not riding?

Corinne Cody: We have lots that enjoy the activities even if they don't show. Hopefully Short Tour will encourage people to move up. Maybe they can't afford it?

Sue Jero: I have been on the board for 5 years. We have sent out surveys but we don't get feedback.

Sally Shaffer: To tag on Corinne, is it financial, distance? Can we combine Short Tour and have show in same place same day?

Answer: USDF conflict.

Trisha Kerwin: Regional, RMDS championships, how many riders are out of state? Most are from Colorado.

Sydni Ottesen: Nampa has Horse Park. We don't have that; don't attract out of state people at the expense of local people. We shouldn't cater to out of state.

Margo Gogan: One way to reach people is getting to other breeds and eventers. Nampa didn't start out like it is today. It has taken years to get where they are. It takes a while to build, no facility is perfect.

Sally Shaffer: We need to figure out is it Annual or Championship show? Should we bring Short Tour and Annual together?

Steph Brown-Beamer: #1 State Fair has whole demographic we haven't tapped into yet. #2 we have two great facilities, up and coming. It would behoove us to support them.

Sydni Ottesen: we need to work with pony club 80% students wont ride dressage. They say it is boring.

Board: Perfect job for outreach. We could coordinate with Short Tour, put our flyer.

Cassie Benson: we are on the right track. We are a couple of years behind RMDS but taking right steps to get there. Wasatch Event Center is a good place. Watch Idaho, Wasatch has that potential. If we all work together. Nampa is a good thing to work for.

Board: Has everyone been heard?

Ken Bigler: If organization is going to grow we need to coordinate for JR/YR. Short Tour is great but need to get JR/YR involved.

Nance Allen: We have JR/YR coordinator, Kathy McCloud in process of looking at money to get more JR/YR riders involved.

Steph to Ken: It takes more than one person

Ken Bigler: Shelly is working through the high school, talking with various people getting information on schools, helping with Short Tour.

Jan Lawrence: There are problems with the Short Tour. It needs to run like a regular show, needs to be clean. Show manager needs to call people back.

Board: UDS does not have control, the barn is in charge.

Jim Hicks: If you run Short Tour separate from UDS, if not done right we are training people wrong. We have run shows and you have to deal with USDF and USEF.

Sue Jero: The intent of the Short Tour was to get people to try showing / not for trophies. This is our first year of course there were bugs that need to be worked out.

Corinne: We had a board member at each show to educate people as needed. We picked up 25 members.

Trisha Kerwin: Short Tour shows were great. Next year Oakhills will host a Short Tour.

Sue Jero: We ran the shows on a shoe string.

Karen Weight: I didn't attend Short Tour but people start out in school shows, then on to real shows.

Nance Allen: I started schooling shows because UDS was not interested at the time. Short Tour is considered a stepping stone for people. Now did we get all the information needed?

Nance thanked everyone for coming.

Meeting adjourned (time?)

(People talking amongst themselves, were unable to get in minutes)