



# WE UNITED National Championship Show Committee WA Horse Expo Meeting

Date :	March 4, 2017	Time:	1:00 pm PST
-----------	---------------	-------	-------------

Acting Chair in Attendance?                       President                      Julie Alonzo  
 Secretary?                                       Secretary                      Sheri Little

President Julie Alonzo called the meeting to order at 1:35 pm PST

### Members in attendance at roll call

### Members Absent

Last Name	First Name	Title	Last Name	First Name	Title
Alonzo	Julie	Chair	Price	Barbara	Member
Selk-Toews	Kaylene	Member			
Blood	Tenara	Member			
McIntosh	Susan	Member			
Little	Sheri	Member			

Current strength of body was 6. Minimum # for quorum was 3.

Members in attendance was 5.

Quorum Achieved

### *Guests in attendance*

None

### *TOPIC*

Update from last meeting.

### Symposium:

- Pedro's design team will prepare tickets for the event as well as possibly event posters for distribution. They will send them to us. **Deadline?**
- New Symposium timeline:
  - Pedro will arrive Tuesday, 8/29 PM
  - Nuno and academy will host him until Friday
  - Friday Pedro will be there all day **(daytime events?)**
  - Symposium will begin Friday @ 4:30 - Show Kick off Event

- last 3-4 hours
- Evening Dinner/Photo Op for competitors

Discussion: Meeting Agenda

Topics: Show schedule

Catering (Tenara = menu)  
 Sponsorships  
 Marketing  
 Venue

Committee communication  
 Determine Ownership of roles  
 Budget  
 Logistics (contract/venue)

**Schedule:**

Academy students are part of the Symposium - working with Nuno. We need time and space for them.

- Guarantee early arrival and arena use
  - possibly symposium sponsor to fund

Arrival day = Thursday

- Competitors need health papers on arrival

Vet Check = Friday

- Walk/trot inspection
- Symposium 4:30 PM
- Dinner/Party Immediately after

Dressage = Saturday

Ease of Handling = Sunday

Speed Phase/Awards = Monday

- End of day = 2:30 PM

Move out = Tuesday

Who could be the host for Pedro?

**Committee Roles:**

POC/Show Master = Julie  
 Secretary/Project Mgr = Sheri  
 Marketing/Media Publicity = Barbara  
 Marketing/Social Publicity = Kaylene  
 Marketing/Sponsorships = Barbara/Kaylene  
 Marketing/International = Jose/Andrea - Publicists  
 Photographer Coordinator = Tenara  
 Show Secretary = Susan  
 Technical Delegate = Bruce W. Menke  
 Volunteer Coordinator = Kaylene

Hospitality Coordinator = Faye Ren Chang ?? Kaylene will ask.

**Action Items:**

- Kaylene will contact Jose and Andrea by the end of the week. 3/11/17
- Julie will connect with Pedro's art designer for tickets and symposium adverts. By 3/15/17
- Tenara and Barbara will collate the sponsorship packages if needed and agree on the amounts. By 3/11/17
- Target list for sponsors to Susan by 3/11/17

**Sponsorship Packages:**

Discussion: Who is the audience? Primarily the Dressage community familiar with Devonwood. Kaylene can help put together the talking points for the pitch to potential sponsors.

Levels of sponsors:

Title/Presenting Sponsor: \$10,000

Symposium Sponsor: \$5000

Hospitality Sponsor: \$4000

Other levels: In kind, stable sponsors, obstacle sponsors, "team" sponsors, etc.

Julie made a motion to accept the sponsorship packages.

Susan seconded. Unanimous vote. Motion carried.

**Marketing:**

Written Launch Announcement - by 3/18/17

- Need to wait for signed contract from Pedro. Check with Barbara on contract.
- Marketing Plan finalized - Kaylene & Barbara By May 1, 2017

**Venue:**

Needs for the contract with Devonwood:

- Hotels booked - Tenara will take this
  - Northwind (10-15 rooms)
  - Tigard Marriot (50 rooms)
- Placement of events at Devonwood
  - Ask about using indoor arena for symposium dinner (Tenara)
  - Book the clubhouse for Friday for Pedro

Drop Dead Date for changes to venue: August 1, 2017

Deadline for catering numbers: July 31, 2017

Deadline for catering menus: May 1, 2017

Suggestion: Tenara and Susan should go see an event at Devonwood to get an idea of typical set ups.

Questions:

1. Use indoor for dinner?
2. Crowd control - caps on # of people in certain areas?
3. After hours security?
4. How many spaces for LQ trailers?

Susan left the meeting at 3:25.

Julie proposed having Devonwood handle all the vendors and keep the revenue for doing so. All in attendance agreed.

**Budget:**

Discussion: based on costs, we should increase the sponsorship income projection to \$20,000.

Need budget for any social events on Saturday and Sunday. Start thinking about it.

Photography: several photographers have offered to do the show at no cost. Suggestion that the show offer a day fee or let them sell their prints.

**Merchandising:**

Julie asked about storage for any merchandising. She doesn't have any available. Kaylene said she could store what we have done until the show.

Suggestions for Merchandising:

- Photobook - show pics, interviews, etc.
- Show programs for Pedro to sign
- window decal - can use for parking pass
- bumper stickers
- Do a booth with the other vendors
- Vests/shirts for show staff - T-shirts for purchase?

Prizes: Champion = framed artwork with a plaque

Meeting was adjourned at 6:14 pm PST