



# WE UNITED National Championship Show Committee Conference Call

Date :	April 1, 2017	Time:	4:00 pm PST
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Acting Chair in Attendance?                       President                      Julie Alonzo  
 Secretary?                                       Secretary                      Sheri Little

President Julie Alonzo called the meeting to order at 4:02 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

## AGENDA

Folder structure in Google Drive

Updates:

- Hotels
- Budget
- Sponsorships
- Venue

Staffing

Marketing

Run of Show Confirmation

## **FOLDER STRUCTURE IN GOOGLE DRIVE**

Changes:

Julie added folders for each member. Each member is owner of the contents and will maintain documents within their area of focus.

Tenara created a "Milestone" document for Sheri to track deadlines

Question: What goes in the General folder?

- Reference materials for the group
- Working documents used at meetings

Sheri will move documents to appropriate folder when the time comes

Minutes:

- Save completed minutes as a PDF to be uploaded to the website
- Use the primary date format - 170401
- Verify footers are correct

## **UPDATES**

### **HOTELS**

We have signed contracts with Marriott for a block of 10 @179.00/night, and Quality Inn for a block of 30 @140/night. Motel 6 is a possibility, but need to do a visual inspection for quality.

WE United will book the show admin rooms as a whole at the Quality Inn. Need approximately 9.

Susan suggested encouraging competitors, etc. to book their room as soon as they know they are participating due to the high volume that weekend.

Question: Where will we put up Pedro and team?

Tenara suggested looking at a couple of Bread & Breakfasts close to the venue for them. She will do the legwork and report back. Committee will make the decision at next meeting.

### **VENUE:**

Susan and Tenara will meet with Evan on Monday, 4/3 to confirm contract elements. The assumption for numbers is: Symposium @ 200, and Competitors @ 50.

Question: Will the Ease of Handling obstacles be set up for Friday for the symposium? If we leave them up do we need a second arena on Saturday? Julie - it comes down to the dollars.

Evan reports there are 7 power spots for LQ trailers. Each has multiple plug ins available.

Question: Will we be charged for use of the spaces? for hooking up?

Question: What is the pricing for the vendor booths? Is this something we want to include in the sponsorship packages?

### **OTHER EVENTS:**

Suggestions:

1. Ease of Handling Lead Line class
  - a. Could be sponsored for \$300
  - b. Minimal entry fee to cover prizes
2. Wine-based event on Saturday after Dressage
  - a. Will begin @ 6:30 or so
3. Community Pot-luck with beer on Sunday

### **SPONSORSHIPS**

The committee reviewed the new sponsorship form. A change was made to move the early entry deadline to June 1, 2017, to coincide with the early entry deadline for the show.

Julie made a motion to approve the sponsorship form after the correction. Unanimous decision to approve. Five members voted for, one absent.

Kaylene sent a sponsorship proposal to Les Schwab. Waiting to hear back.

Question: Should we divvy up the sponsors today? Julie will send an email to committee members and have them sign up for those on the list they believe they can access.

Nutrena Feeds is opening sponsorships in June. Julie will follow up with them then.

Kaylene has a contact with Blooming Junction Nursery for in-kind sponsorships with plants. She will contact them and add them to the list.

Ask WE United Members if they would like to sponsor. Include the sponsorship form in the email. Julie will follow up.

### **MARKETING**

Kaylene has had a response from Pedro's marketing team. They are beginning to do international outreach. Kaylene will send the now approved sponsorship form to them and begin to coordinate customizing the sponsorship packages for international purposes.

She also will give them a prioritized list of marketing needs, primary is a Pedro video we can use

to promote the symposium.

Julie mentioned that WE United would like a good marketing video of American riders to promote the sport in the US. There was discussion about how that could be put together with the video that is out there. The concern was that the quality was not spectacular, nor were the venues where most were taken. It was suggested that we video the riders participating in the Nuno clinic at Southridge since the venue is nice looking. Susan will look around for a videographer that might do it as a donation.

The two prongs of the marketing team were clarified: Barbara will own the print marketing, and Kaylene will own the social media marketing. She is planning to reach out to the Washington County Partnership and pitch sponsorship of the show.

Julie sent in a piece to the Horseman's News publication. It should come out in the July/August edition. She also put the show on the Oregon Horse Council calendar.

Kaylene suggested a specific Youth outreach targeting OSET and 4H groups. She indicated that we have a sponsor for youth scholarships for the show.

Question: How do the scholarships get determined? Two ways:

- Merit based cash award
- 1st come/1st served

There was discussion about the various models and questions on who should own that sponsorship. Susan reminded the committee to keep it equitable. Possibly an essay plus application then let the board decide. Should we be specific about what the scholarship covers? Possibly the entry fees, stall fees, etc.

It was tabled until the next meeting.

Kaylene requested that the budget be checked for the marketing dollars.

Kaylene left the meeting at 5:23 PM PST.

*Susan received a reply from potential contact for videographer for Nuno clinic at Ridgefield. Will follow up.*

## **BUDGET/STAFFING**

Susan had several suggestions/questions regarding the budget.

- Since Pedro is coming Friday, we need to change the dates for staff for the hotels, etc.
- As show secretary, she will donate back her fee.
- Will we need more than 1 30x30 tent?

- Will we charge for parking for the symposium/show?
- We should increase the decoration budget to include backdrop/banners, etc.
- What is the cost for bleachers? Difference for chairs? What about VIP seating?
- The catering budget should be re-evaluated while meeting with Evan. Should include plating, flatware, glassware, etc. Update the budget document when confirmed.

**Budget update by 4/5/17.**

Julie updated us on the print materials from Pedro. We are still waiting for them.

Question: Should we begin selling now? Definitely. We will make them will call or send the print tickets out when they come. Julie will create an online form for early ordering. Tenara suggested including a note about booking hotels ASAP.

Next meeting: Monday, 4/17/17 6:00n PM PST Conference Call.

Meeting adjourned: 5:51 PM PST