

ETI Corral 8 2012 Introductory Meeting

Meeting started at 7pm.

In attendance: Dan Wallace, Laurie Wallace, Carolyn Paddock, Deborah Gorney, Rene Koehring, Tara Hastey, Mary Inferrera, Larry Lean, Nicole Lean.

1. Introduction to 2012 Board.
2. Change of meeting venue to Dan and Laurie Wallace's house.
3. Reviewed 2011 Profit and Loss statement, prepared by Dawn Dean.
 - a. Must make collecting membership dues and High Point fees from riders this year a priority - Entry Booth's job. **Must sign up for High Point before the start of their first class in the second show in order to get points from first show.**
 - b. Should review banquet expenses and try to get lower facility and catering costs for 2012 banquet - action item for Rachel Goldsmith.
4. Scheduling of judges.
 - a. Larry Lean and Kim Golden would like a budget per judge. Dan and Dawn suggest \$500 per judge as a target, including mileage fees and room and board.
5. Taxes - we need to provide 1099 forms for all people we paid \$600+ in one year for the services they provided.
 - a. Have we provided 1099's in the past? Dan will find out.
 - b. Do we need to provide 1099's for the kids under 18? Dan will find out.
 - c. We need to provide a contractor license that the people we hire sign that says they understand we do not provide worker's comp. Dan will provide.
 - d. April Kelly used to run the ETI shows - Mary will talk with her about what she used to do about taxes and worker's comp.
 - e. Larry and Dan to talk with Lisa Brown about child labor laws and insurance coverage.
6. Show scheduling.
 - a. Decided that September 16 will be our final show, and September 30 will be our rain date.
7. Cost of renting Ernie Howlett Park from the city of Rolling Hills Estates has gone up from \$850 to a total of \$1,300 (\$1,000 rental fee for the park, \$300 rental fee for the barn).
 - a. Carolyn Paddock will talk with Susie Seamans, member of RHE city council, to see if we can get the fees waived. Will show her treasury report.
8. Should we make a donation from 2011 profits?
 - a. Should we form a class, where any of the fees get donated to specific organization?

- b. We decided we won't make a donation from 2011, since it was a financial loss.
 - c. We will look at ways to make a donation in 2012 with our profits.
9. All board members need to get their memberships turned in!
- a. Dan suggests ETI board should pay for members' membership fees. He thinks we should pay for all members, whether or not they have a kid riding in the shows. If members on the board would like to make a donation in replace of the membership fee if they like.
 - b. Rene and Larry and Nicole do not have a problem with paying the fees.
 - c. Larry makes the motion that the board pays Carolyn Paddock's membership fees for 2012. Motion is seconded and accepted.

10. 2012 Planning

- a. Premium mailer for 2012, created by Laurie Wallace.
 - i. One mailing per year? Cost \$508 for 550 copies. Don't yet have cost for mailing. Helps get sponsors because this is the only mailing, more organized and done ahead of time. Everyone agrees this is the way to go.
 - ii. Larger 8 1/2" by 11" format? Everyone loves it. Ad sponsors will also like it, since ads are bigger.
 - iii. 5 mailings in 2011 cost us \$1,900. One mailing will save us about \$1,300.
 - iv. Should we have ad in local newsletter as reminder?
 - v. Need to find someone to do Sponsorship position.
 - vi. Dan suggests everyone on the board should be selling ad space. Please get a check and artwork (if they have any) right away!
 - 1. Dan & Laurie: Gigi's clothing, Dr. Jimmy, Dr. Mike, Peter Weber Equestrian Center (comp price of ad for free storage of trailer?).
 - 2. Rene: Lomita Feed, Keith Deyoung, PV Stables.
 - 3. Larry & Nicole: Seahorse Riding Club, Linda Cooper, Red Onion.
 - 4. Tara Hastey: Jennifer Reinke, natural trimmer, Lamppost, Kelly's Deli.
 - 5. Carolyn Paddock: Dr. Sobeck, Dr. Kelly, Skatepark PV.
 - 6. Deborah Gorney: Gaetano's, already approached Angela Hronco, Buca di Beppo.
 - 7. Dawn Dean: Ace Branding, A & E Trophies, Dr. Greenman, Karen at General Store (comped price, but need artwork), Torrance Auto Repair (comped price, but need artwork).
 - vii. Pricing:
 - 1. Full - \$400
 - 2. Half - \$200
 - 3. Quarter - \$125

- viii. Directory? Everyone decided it was too much work.
- ix. **DUE DATE: February 28, 2012.**
- x. Premium review meeting: Saturday January 28, 2012 at 9am to 1pm at Dan and Laurie's house.
- b. Dan suggests that we all schedule a training day for our new jobs. Would like to see a more formal hand-off of positions from year to year.
 - i. Dan will set up training sessions via email.
- c. Will establish a budget in a future meeting, to date have not had one.
 - i. Must increase income from fees or decrease costs.

Adjourned at 9:22pm.