

Ontario Eventing Association Board of Directors Meeting
Aug 10th 2020
Final Minutes

Present: Ann Neal, Pat Frewen-Lord, Caroline Abrahams, Veronica Low, Kathleen Wilson, Charlotte Hodgson, Roseanne Corbett, Kendal Lehari, Alexis Minz, Laura McGuire, Terri Hough-Gilmour, Andrew McDermott, Cheryl Denault, Peta Christen, Kelly

Call to Order: 7:05 p.m.

1. Meeting Opening

Ann Neal welcomed members and introduced Cheryl as our new Board member.

Ann noted that the meeting tonight would be recorded.

Approval of minutes from the July 13th meeting were deferred to the next meeting. Ann asked for a motion to review and approve today's agenda.

Veronica moved and Roseanne seconded and carried approval of agenda.

2. Presidents Report

Ann welcomed our new member Cheryl Denault and was delighted that she brings additional representation for Eastern Ontario. She also reminded members that Mark Nelson recently resigned from the Board. Ann introduced all of the members of the board and their respective roles to Cheryl.

Action

Ann asked that all of the Chairs of the Committees send her information about current status.

Purpose of Executive

Ann reminded members of the purpose of the Executive Committee and that it is not to replace decisions that should be taken by the entire Board but once in a while need to discuss time sensitive or personal privacy issues – but only when necessary. Ann committed to being as transparent as possible about actions of the Board and encouraged members to reach out to her if there are any concerns about the activities of the Executive.

EC Competition Administration Policy (CAP)

It is our agreement with EC regarding our competitions. It clearly shows that OEA is responsible and does approve event dates in Ontario.

Proactive Committee Planning for 2021

Let's get started on plans for next year while we can. If we can get things going ahead of time makes it easier all round for everyone.

Contracts for Sponsors

A complaint was brought up by a Director regarding the lack of transparency about the contracts with the Board. Veronica asked for clarification about the concern and Ann identified there was an issue raised about the content of the contracts. Veronica sees the contracts/LOAs but Roseanne just sends invoices.

Discussion also ensued regarding the need for sponsorship for next year and particularly if the David O'Connor clinic runs. It was noted that we should highlight the challenge of meeting EC standards with no funding from them. Another challenge will be the loss of Dreamcrest for next year as they provided a very good rate. Veronica suggested that for many reasons this clinic may not run next year.

Action

Veronica to arrange for posting of the signed sponsorship contracts on the OEA OneDrive

Communications related to OEAs position on unsanctioned competition and schooling

Char noted that we shouldn't come at this from a negative stance. Kathleen noted that this may not be a wise idea. Char noted you could cover the concept by addressing the OEA focus on safety etc. Ann clarified that the issue comes forward from both riders and organizers. Kathleen suggested that we should go back to the presentation we did at our annual meeting to clarify the roles and responsibilities of the three levels of involvement (EC, OE and OEA). It was suggested that an infographic would be an ideal way to convey information this way. It should also address how we schedule (re: intermediate issue, spacing out by geography, our lack of control over FEI events)

Action

Veronica agreed to take on creation of infographic and Pat/Ann will send the relevant information.

Potential Conflict of Interest complaint

There was a complaint about a possible conflict as a result of the Eventing Omnibus and professional advice was sought and the matter was closed.

2. Treasurers Report

Membership numbers are down about 100 from the same time last year but also noted the demand this year may be from those who know they can carry it over next year. Next year our membership revenue will be a lean year as we won't have much money without depleting the bank account. No major expenditures. Roseanne noted that we did get a thank you from Grandview for the CIP. It was also noted that a few other organizers recognized the payment and were very appreciative. Veronica asked how many more members we need to make up our revenue shortfall. We only have 1 corporate member. Veronica said we should focus on Pony Club and potentially campaign pony club members to join OEA. Roseanne clarified that we already have an agreement with Pony Club that they can have a free day membership for three events if they want to try eventing. Veronica is not sure they are aware of that arrangement.

Action

Veronica will put something together in terms of Pony Club awareness for Roseanne, Pat and Ann to review.

3. Competition Update

Pat noted that for next year we need to decide what we're going to do about the Competition Improvement Program for next year. Next year the EC rules have included frangible pin technology. We'll need to figure out how organizers are best served by this money. Next year we will not have the funds to provide much for CIP and potentially most of the funding will need to go toward frangible pins. Next year will be tight. Ann mentioned that we were considering a requirement that organizers had to follow our policies to be eligible. This is primarily a result of the changeable schedule in 2020 and the actions of some organizers in scheduling events at the last minute without considering the impact on other organizers.

4. YRU25 Update

Veronica reported that last year there were 71 young riders and this year with COVID there are 51 with 67 horse and rider combinations. 37% are from the East, a lot of riders from 519 and 705 as well. We raised about \$30K mostly for training. What they have done is continue travel grants and doing the same thing in Ontario. Now have training grants to go to clinics or to train with a coach. The funds are intended specifically for training. Have started to ask YRs what they have learned and their take aways. 60% of the clinic have been YRs – topped off by other OEA riders. So far they have had a total of 12 clinics. What Veronica does at the end of each clinic is to allow any rider wearing a certain colour gets entered into a draw. It also tells her who reads the emails! It has been very busy for a year without a regular season. Kathleen raised that we haven't done a great job of identifying how the YRU25s can volunteer in a season with so many restrictions. Veronica noted that they are looking for creative ways to volunteer – e.g. could they offer content on social media. Char noted that there are still events looking for volunteers.

5. Adult Amateurs

Terri reported that planning is underway for Aug 30 clinic at Springhill. She noted that the committee wants to do online auctions to raise money for adult amateur clinics going forward. The idea is to run auctions over the winter where both the bidders and AAs get benefit. Char cautioned that it is quite a lot of work to monitor the auctions so perhaps spread them out further. Kathleen noted that there is an opportunity to change modality – e.g. do Zoom clinics. Ann noted that Ruth Alum has a training course that she does. You pick a show (e.g. Foshay) that you want to aim for and then break down the preparations and requirements to get there. Kathleen noted that she will be hosting this as she does not need a specific license in the Town of Caledon. Ann noted that she is running an AA clinic at Springhill on Aug 30th at no cost to OEA. Will be a judged and feedback dressage test and then a short course set up in the back plus a gallop track to better measure times and speed.

Action

The AA committee to move forward with their online auction.

6. Volunteer Committee

Terri reported that they finally got the message out to organizers that we are continuing to give the \$50 prize. Several acknowledged the sponsorship of the hand sanitizer. Any information that Terri receives about volunteers to go to Roseanne for an e-transfer.

7. Communications

Kathleen reported that over July and August have been publishing content, doing Constant Contact and doing Facebook Events. Started out with the AA clinic and horse trial info – including self-printing pinnie and course maps. Website management happens every day. Future projects include clinic posts. Kathleen is getting past results on the website. She is still looking into account migration for end of fiscal year and she will get a price. She plans on adding more content to the Youtube site. Kathleen highlighted analytics from our website. 66% of our visitors view our content on mobile phones. The use of mobile is growing. When we are doing our modality and thinking about how to curate content we need to make sure its mobile friendly. Char noted that we have to work hard to keep our content up to date and current. Notable that Char wasn't aware of the colours contest for YRU25 clinics needs to be included in posts.

8. Other Matters

Ann wanted to remind committees to work together to take advantage of efficiencies and collaboration.

9. Meeting finalization

Action items will be circulated shortly. Char noted she would be absent from the Sep 14th meeting due to some type of anniversary.

10. Next Meeting: Sep 14th, 2020 by Zoom

11. Meeting Adjournment: 9:10 p.m. moved by Veronica, seconded by Peta