



Central East Board Meeting
04.10.2020

MINUTES

Call to order 2:45pm via Zoom

In attendance: Ken Denouden, Brandon Hall, Belinda La Belle Logan, Christine Repuke, Amanda Schickedanz, Carolyn Stark, Emily Wulff, Gary Yaghdjian *Non-Members:* Elaine Goldsmith, Mike Pegg

1. President's Update
 - Belinda talking to Martha about arranging a THJA meeting re: 50% rule, number of shows, and prize money
2. Old Business
 - 2.1. Committee Updates
 - 2.1.1. Governance
 - Nothing to report
 - 2.1.2. Banquet
 - Moved to following year, same venue, same weekend
 - 2.1.3. Social Media
 - Nothing to report
3. New Business
 - 3.1. Set date for 2021 AGM
 - 3.1.1. Assumption that it will be a virtual AGM. Motion for Sunday, January 17th from Amanda, seconded by Ken. Passed.
 - 3.2. 2021 Show Dates
 - 3.2.1. No information from THJA yet regarding survey results. Show managers were sent synopses of results from Martha, but not full results. Gary is frustrated that membership cannot see full comments or full result of the survey. Plan is for the BoD to discuss further at THJA AGM.

3.2.2. Show managers would like to stay with the same weekends that they had in 2019. Proposed list:

- March 12-13 JHHS
- March 19-20 JHHS
- April 16-17 JHHS
- April 28-29 JHHS
- May 8-9 JHHS
- May 21-23 PHC
- June 4-6 JHHS
- June 11-13 TSS
- June 18-20 PHC
- July 2-4 JHHS
- July 16-18 TAP
- July 23-25 RCRA
- August 8-10 TSS
- August 13-16 RCRA
- August 20 Zones
- Labour Day weekend - Championships

3.2.3 Discussion: should the number of shows be limited? Possible that with the elimination of the 50% rule it could take care of itself. Decided to let show managers host what they want and allow competitors to

3.3. Motion: Request for Funds from CE Alliance Show Managers

3.3.1. Show managers requesting \$1500 for contribution to the championship show.

- Caroline feels more comfortable with sponsorship and is uncomfortable with the after the fact. Has there been confirmation that this is okay from Martha? It seems like yes. However, this is not a sponsorship anymore and cannot be voted on as an AGM. What is the CE Zone actually getting for this? Needs explicit posts / giveaway. Use CE Alliance to post encouraging people to enjoy the hosts next year with the CE Zone. How is the money being used? How do we justify this to membership. Feels better to split the money amongst the four members equally and it's just to blanket sponsorship. Cheque would be made to JHHS. What goes in the "official" motion regarding what the Alliance circuit is giving to CE THJA. Suggestion: specific posts promoting dates and venues/hosts (Palgrave not Barrie for Zones). Reach of the Alliance shows was far outside of the typical CE crowd.

3.3.2. Voting

- Motion: The Central East THJA board to provide \$1500 in sponsorship to the CE Alliance Circuit. In exchange, the CE Alliance Circuit will promote the Central East THJA through social media channels for the duration of 2020 and 2021.

In favour: Carolyn Stark, Amanda Schickedanz, Brandon Hall, Belinda La Belle Logan

Against:

Abstention: Kady Paterson

Recused for Conflict of Interest (all show managers): Christine Repuke, Gary Yaghdjian, Ken Denouden, Emily Wulff

3.4 Discussing of new policies

- 50%, Prize money vs cost entries, Number of shows
 - Kady: cut the prize money, lower the cost, less shows
 - Amanda: cheaper shows, pro 50% rule from clients, good goal setting, less shows
 - Brandon: too many horse shows so they look for something else to do outside of the sport, too many shows means no participation, lower cost and no fees
 - Emily: too many horse shows so people go to other places, lower entry fees and cut the prize money, 50% rule kept if the # of shows goes down
 - Ken: pro bronze and no prize money, show managers should get to keep their dates
 - Mike: no mechanism to take shows away, so take away the 50% rule but kind of a moot point. TSS will have lower fees and no prize money except for speciality classes.
 - Gary: Is the circuit still relevant and viable? Will send rest in email, tech trouble.
 - Christine: fine to follow path of lowering entry to remove prize fees. How do you do prize money with an add-back. Maybe just prize money in speciality classes or big classes? People pick and choose for events and atmosphere they like, so take away the 50%. Removes the barrier of accessibility that could bring A circuit clients back.
 - Carolyn: lower prize money, lower entry fees. It's a smart pricing strategy. Show managers should think critically about cutting their own shows - cutting off your nose to spite your face. Will it just result in all 4 venues failing? Get rid of the 50% rule, it makes things more accessible.

- Belinda: same as Carolyn. Too many shows - only having 5 was nice recovery for the horses and more time for families. Indifferent on 50% rule, likes Christine/Carolyn's points. Lower entry fees instead of prize money.

4. Next meeting

4.1. *Proposed:* TBD until after more news from the THJA Board

5. Termination of meeting