



## USAWE Board Meeting Minutes

**Meeting Date:** July 26, 2021

**Meeting Time:** 5:00 p.m. Pacific, 6:00 p.m. Mountain, 7:00 p.m. Central, 8:00 p.m. Eastern

**Meeting Modality:** Zoom

Board Members Present		Board Members Absent at Roll Call	
President	Leslie Martien	Secretary	Julie Alonzo
President Elect	Barbara Price	At Large Director 2	Doreen Atkinson
Treasurer	Erin O'Shaughnessy	R5 Director	Alex Tyson
R1 Director	Kristine Strasburger		
R2 Director	Robin Bond		
R3 Director	Cindy Branham		
R4 Director	Kiki Pantaze		
R6 Director	Kimberley Hillyer		
R7 Director	Rebecca Algar		
At Large Director 1	Trisha Kiefer-Reed		

Current # of Board members = 13. BOD members required for Quorum = 7. # of BOD members in attendance = 10. Quorum was established.

### Board Members in Attendance After Roll Call

#### USAWE Adult Members in attendance for all or part of the meeting:

Jeanne Bond, Chair, Competitions & Rules Committees

Christy Reich, LOC Co-Chair

Becky Sherven, R5 Member

Sandy Klinkey, R5 Member

Kris Blacklock, R5 Member

Karen Boso, R5 Member

Adair Soho, Ethics Committee Member

Leesa Nero, Ethics Committee Co-Chair

President Leslie Martien let the Board know that the meeting was being recorded because Secretary Julie Alonzo was in the process of evacuating horses from her barn due to a nearby fire and was unable to attend. Leslie indicated that she would send the recording to the Secretary after the meeting so that she could complete the minutes.

### President Martien called the meeting to order at 6:03 PM, Mountain time.

#### **MARKETING COMMITTEE**

Prior to the Board meeting, Kiki Pantaze, Marketing Committee Chair, had shared a request for budget allocation, a series of Regional logos, and a draft color brochure with the Board prior to the meeting. At the meeting, Kiki requested input on how to distribute the USAWE stickers, as well as the brochures and regional logos.



Kiki Pantaze, R4 Director and Marketing Committee Chair, brought up the topic of USAWE stickers and asked the Board for ideas about how to distribute stickers. Barbara Price, President Elect, indicated that she had included a stack of stickers with the banners sent to each Regional Director, but that she still has some left from the original order.

R2 Director Robin Bond indicated that she had distributed stickers to people at the shows she had attended.

R1 Director Kristine Strasburger indicated that she thought it would be a good idea to send stickers to competitions when they request licensing.

R6 Director Kim Hillyer indicated that she thought it would be a good idea to give people a way to order stickers to distribute (at clinics, etc.).

Jeanne Bond, Competitions Committee Chair, indicated that 20 or so stickers might be a more appropriate number to send to show organizers.

Kiki Pantaze, R4 Director and Marketing Committee Chair, indicated that distribution of brochures might follow a similar approach – sending them to clinicians / members of the coaching network, etc. who request them.

President Leslie Martien, asked the Board for feedback about the brochure. She asked if board members had taken the opportunity to review the brochure and provide suggestions to the Marketing Committee if they had feedback. She requested that all Board members review the brochure and then conduct a vote by email to authorize the purchase and distribution of the brochure. She asked Kiki Pantaze, Marketing Committee Chair, to send out the brochure in PDF format to all Board members for review.

Kiki Pantaze, Marketing Committee Chair, also asked Board members for comments about the Regional logos, which Heather Hillyer, Marketing Committee member, had designed.

President Leslie Martien indicated that she would like to see the edges of the regional logo graphics extend further, so the image wouldn't appear to be so cramped.

### **Marketing Committee Budget Request**

The Marketing Committee is requesting an allocation of \$1280 for 2021. The first requests for \$350 to use to upgrade to a more visually-appealing monthly newsletter. Then \$180 to use for quality testing three top-rated online “print on demand” stores to integrate with our website to enable us to offer USAWE-branded clothing and merchandise. \$750 to purchase brochures from VistaPrint to be used as needed by USAWE.



Kiki shared some of the rationale for the items listed in the budget request and indicated that the most pressing request was the upgrade to the Mailchimp account.

President Leslie Martien indicated that she would really like to see the Board approve the upgrade to the MailChimp account.

**Leslie Martien, President, made a motion to:**

**Motion:** Approve the expenditure of \$25/month for an upgrade to our MailChimp account to improve the visual appeal of our newsletter.

Motion was seconded by Rebecca Algar, R7 Director.

➤ **The motion passed unanimously by voice vote with no “nays” heard.**

President Leslie Martien indicated that she wanted the Board to have more time to consider the proposal related to quality testing online merchandise from the Marketing Committee and that she would ask the Board to respond to the Brochure via email.

***APPROVAL OF SECTION 2.9 OF THE POLICIES AND PROCEDURES DOCUMENT***

Jeanne Bond, Rules Committee Chair, shared a draft of the section of the Policies and Procedures document describing the Rules Process to the Board in advance of the meeting.

R1 Director, Kristine Strasburger, thanked Jeanne and the Rules Committee for their incredible work on the Rules.

**Robin Bond, R2 Director, made a motion to:**

**Motion:** Approve Section 2.9 of the Policies and Procedures document, as revised.

Motion was seconded by Barbara Price, President Elect.

➤ **The motion passed unanimously by voice vote with no “nays” heard.**

***ETHICS COMMITTEE PROPOSAL***

The Ethics Committee had shared a proposal to create a Google account exclusively for use by the Ethics Committee prior to the Board meeting, giving their rationale for the proposal.

To assure anonymity and thereby strengthen members’ trust in our processes, the Ethics Committee would like to change the way a USAWE member files an ethics complaint.

- We propose the creation of an outside ethics email account for complaints that is managed and controlled solely by the ethics team. Example: [Usaweethicscomplaint@gmail.com](mailto:Usaweethicscomplaint@gmail.com) We would also like to create an email account on the USAWE server that is specific to ethics queries from members.



- We propose creating a Google Drive that only Ethics Committee members can view or access that will contain ONLY complaints and documents related to them.
- Additionally, we will create a Google document visible to the BOD that keeps track of complaints received, ongoing progress, and the ultimate resolution.
- To keep the Board of Directors apprised of Ethics Committee activities, we will create a process whereby the USAWE President is automatically notified if a complaint has been filed.
- We would like to appoint an “information manager” from our committee to create, manage, and maintain the needed forms and drives. Detailed information about the creation, management, storage and administration will be provided to the board and kept on the Google Drive for reference.

Having a separate email account used only for complaints seems to be the most elegant solution to the problem that the membership has brought to our attention. As mentioned, once in place, it should be easy to maintain as board and committee membership changes through the years. The Ethics Committee has done a lot of work formalizing the Complaint process, and the process we’ll be using will always be available to the Board of Directors—we think it’s reassuringly detailed.

Adair Soho, Ethics Committee Member, attended the Board meeting to represent the Ethics Committee.

Rebecca Algar, R7 Director, asked for clarification about the current set-up of the Ethics Committee emails.

Kristine Strasburger, R1 Director (and USAWE email / google suite administrator) shared that she (and any future person in her position of google suite/email administrator) could, conceivably, find a way to log into the Ethics Committee’s work drive, and indicated that she understood how this could be a concern. She also asked if we had any information about “industry standard” for how to handle the Ethics Committee work within the corporate structure.

Kiki Pantaze, R4 Director, indicated that she thought the proposal from the Ethics Committee had merit and asked if there was a way for people to mail complaints / documents to the Ethics Committee.

Adair Soho, Ethics Committee member, responded that she would bring the suggestion for the inclusion of an option to send an ethics complaint by U.S. mail, to the Ethics Committee for consideration, indicating that she thought it sounded like a good idea.

Kiki Pantaze, R4 Director, also asked for clarification about the amount of information that would be sent to the President, per the proposal.

Adair Soho explained that the information conveyed would be vague but would keep the President informed that a complaint had been filed.



Kim Hillyer, R6 Director, shared that Jeanne Bond, R6 Member, had shared in the Zoom Chat the idea that electronic filing of complaints creates a chain of documentation.

Kiki Pantaze, R4 Director, asked about the current status of the Ethics Complaint option if the link had been removed from the USAWE website.

Adair Soho explained that the only thing that has been removed is the link to the complaint form on the Google Drive.

Erin O'Shaughnessy, Treasurer, expressed some discomfort about having a committee operating separate from the main corporation's account.

Adair explained that she had consulted a variety of people (including people from two different state departments as well as an FBI agent), who recommended that setting up the separate email account would be a reasonable way to handle ensuring confidentiality of ethics complaints and communications.

Kristine Strasburger, R1 Director, indicated her willingness to try to work with the Ethics Committee to explore possible options and/or assist with the creation of a new Google Account. She suggested that a PDF print-off ethics complaint form might be a good solution for the moment, while an alternate solution is researched and implemented.

Cindy Branham, R3 Director, indicated that she thought it was important to adopt the proposal brought by the Ethics Committee and asked to hear what, specifically, the Board members who have expressed having reservations about the proposal were concerned about.

Leesa Nero, Ethics Committee Chair, shared that the committee could work with a PDF complaint form, mailed to a single member of the Ethics Committee and then shared by the committee members.

Kristine Strasburger, R1 Director, shared that her reservations stem from her personal belief that the corporation's name should be used for official communications, as part of being professional. She suggested that perhaps setting up the new gmail address so that it included USAWE in the name (such as USAWEethics@gmail.com).

Kiki Pantaze, R4 Director, asked about whether it would be possible to set up a sub-domain such as ethics@usaweethics.com – but indicated that she didn't really have enough knowledge about this topic.

Erin O'Shaughnessy, Treasurer, added that she thought it was important to ensure that the committee has a clear way to transition the information to new members of the ethics committee to ensure smooth transfer of knowledge.



Leslie Martien, President, thanked Adair and Marcy and the rest of the Ethics Committee for their work on this proposal.

**Cindy Branham, R3 Director, made a motion to:**

**Motion:** Approve the proposal from the Ethics Committee to create their own, email account outside of the USAWE.org account and to create their own Google Account for exclusive use of the Ethics Committee when conducting USAWE Ethics Committee business, and to modify the Ethics Procedure documents as needed to incorporate the changes made.

Motion was seconded by Kim Hillyer, R6 Director.

- **The motion passed unanimously by voice vote with no “nays” heard.**

Leesa Nero, Ethics Committee Chair, joined the meeting to share the Ethics Committee’s request that the following three people be added to the Ethics Committee: Hilary Smith Hoffman, Glynn Hoekstra, Tracey Sulak, effective immediately.

Kiki Pantaze, R4 Director, asked how the Ethics Committee had found these people.

Leesa explained that these people had indicated an interest in serving on the Ethics Committee when they signed up for their memberships.

Leslie Martien, President, provided the names and contact info of the members who had expressed interest in serving to Leesa, who then reached out to get more info. She also expressed her belief that having more members on the Ethics Committee is a very good idea in that having more people on the committee will help ensure that complaints get handled in a timely manner.

Leesa Nero, Ethics Committee Chair, shared that the current committee has been having a difficult time achieving quorum for their meetings due to conflicts with shows, work, etc. The committee hopes that having a few more people will help them make quorum.

**Leslie Martien, President, made a motion to:**

**Motion:** Appoint Hilary Smith Hoffman, Glynn Hoekstra, and Tracey Sulak, to the Ethics Committee, effective immediately.

Motion was seconded by Robin Bond, R2 Director.

- **The motion passed unanimously by voice vote with no “nays” heard.**



### **CHAMPIONSHIP SHOW STRUCTURE**

The Task Force working on this topic is going to meet to review comments received from members and will share a revised proposal before the next Board meeting.

### **TREASURER'S REPORT**

Erin O'Shaughnessy, Treasurer, had uploaded the financial reports to the Board's folder on the USAWE Google Drive. As of July 26, 2021, USAWE had \$8,718.08 in the U.S. Bank checking account and \$18,464.73 in the PayPal account. Net income for June was \$1,991.42, Year to Date income was \$7,526.16. She also confirmed that she was able to secure the Quickbooks online account on an annual basis, which brings a cost savings to the association. Erin mentioned that the largest income generator in the last month was the income from the LOC seminar with Antonio Vicente (approximately \$1800) and the largest expense in recent months was the Banner and sticker order, which came to about \$900. Full financial reports are available for Board members in the Financial Report section of the Board folder in the Google Drive. Erin encouraged Board members to contact her directly if they had any questions.

### **APPROVAL OF SECTION 2.3 OF THE POLICIES AND PROCEDURES DOCUMENT**

Jeanne Bond, Competitions Committee Chair, shared a revised draft of the section of the Policies and Procedures document describing the Competitions Procedure with the Board in advance of the meeting. The revisions from the prior meeting are indicated in red font below:

#### **2.3.2 Requirements for License Approval**

Licenses are issued for live shows only. License applications can be submitted anytime during the year for the current year, but no less than 2 weeks prior to the event.

License applications can be submitted for the following year after July 1. *Exception:* The opening date for 2022 license applications is August 15.

#### **2.3.4 Competition Date/Location: Restrictions and Allowances**

##### **a. Licensed Shows**

- (1) No competitions being organized by different organizers may be scheduled for the same date if they are within 100 miles of one another.
- (2) There must be a minimum of 2 weeks (one intervening weekend) in between licensed competitions if they are located within 50 miles of one another.

- b. Championship Shows. There must be a minimum of 2 weeks (one intervening weekend) and 150 miles distance between any championship show and a currently scheduled licensed show. Exceptions may be made if agreement is obtained in writing from the show



manager(s) of all licensed shows impacted by the championship show location and schedule.

c. In the event of a conflict, the show license that was received first will take precedence.

Kiki Pantaze, R4 Director, expressed concerns about the language in 2.3.4.c. She is concerned that people with a history of holding licensed competitions on a particular date might have the weekend “stolen” from them by someone else submitting their request first.

Jeanne Bond, Competitions Committee Chair, said that she agrees that this is a concern but explained that she was not sure how best to resolve the issue.

Rebecca Algar, R7 Director, said that it might be better to grant the “historical holders of the date” preference, but the new show organizer could request a “release date” from the historical license holder. If a particular group really wants to have a particular date, then they need to submit their license request immediately upon the competition license application opening.

Jeanne Bond, Competitions Committee Chair, expressed that it is particularly important to communicate the degree to which a competition date/location is essential, but she also shared that she is not sure exactly how one would establish “priority.”

Rebecca Algar, R7 Director, suggested perhaps adding the stipulation that having a commercial location (not one’s own facility) would help to establish the priority of that date.

Erin O’Shaughnessy, Treasurer, suggested granting prior license-holders a short window of time during which they had priority to license their competition date/venue. Prior license holders could have “x amount of time” prior to the window being opened for other license requests to be submitted.

Kiki Pantaze, R4 Director, read the section of the proposal from the July 12 BOD meeting, related to giving “priority” for a particular date to a prior license-holder.

Rebecca Algar, R7 Director, indicated that she thought it was important to allow those who are renting commercial facilities to have the opportunity to re-license their competitions on those same dates.

Erin O’Shaughnessy, Treasurer, indicated that she thought her suggestion of giving a short time-frame (five days or so) for those who want to re-license a particular competition on a particular date.





Jeanne Bond, Competitions Chair, indicated that she would like to work on the proposal a bit more and then share it with the Board.

Leslie Martien, President, indicated that because the topic is time-sensitive and because the Board has already discussed this topic at two Board meetings now, she wanted to have the Board address this proposal via email. She emphasized the importance of having all Board members respond to the email.

Jeanne Bond, Competitions Committee Chair, indicated that she would send out a revised version via email.

**President Leslie Martien adjourned the meeting at 7:36, Mountain Time.**

Minutes submitted by Julie Alonzo, USAWE Secretary