

**STRATHCONA ARABIAN HORSE ASSOCIATION  
STEERING COMMITTEE MEETING MINUTES**

Saturday, March 21, 2009 1:00-4:00PM at Zelt's, 52226 R.R. 215

Chairman/Facilitator: Wendy Zelt.

In Attendance:	Carol Spriggs	Hedi Klassen	Jeannie Desrochers
	Donna Rae Coatta	Phil Coatta	Linda VonGrad
	Greg Fitzgerald	Kelly Wagar	Mary King
Regrets:	Rae Roulston		

## **AGENDA**

### **1.0 Terms of Reference for the Committee**

**PURPOSE:** To keep SAHA viable by defining new goals and direction for the future of the Club and developing a program which encourages and supports volunteers and is FUN.

**REPORTING:** develop a plan and recommendations to take back to the next general meeting for approval by the members

### **2.0 Determine outcome of this meeting and members expectations-see above-all interested in determining a new future for SAHA**

### **3.0 Review the Mission/Vision and Purpose of SAHA and Background Information**

#### **BACKGROUND INFORMATION:**

- 25 years of operation (formed November 84)
- 2008 membership-88 households, 123 persons (incl. children), 5 families with children, 17 couples, 63 singles, 3 youth
- Majority of members are single (or spouse does not join), primarily women, 40+, very few families with young children or youth

#### **WEB-SITE DESCRIPTION**

- **Mission:** A family and all breed horse club
- **Purpose:** a non-profit organization that welcomes horse enthusiasts from all breeds and disciplines, dedicated to the enjoyment of our equine companions. SAHA promotes education and safety in the care and handling and enjoyment of horses
- **Benefits:** clinics, seminars, schooling shows and social events

**BY-LAWS DESCRIPTION**

- Promote and stimulate interest in the Arabian and other horse breeds
- Aid members in their knowledge and promotion of the Arabian and other horse breeds
- Encourage participation in all aspects of owning the Arabian and other horse breeds including youth activities, family involvement, breeding, showing and promotion and education
- Encourage good fellowship among all horse owners and clubs
- Support the prevention of abuse, unnecessary punishment and/or neglect of the horse

Comments: SAHA's focus has not been on families and/or youth over the last few years because other organizations (Pony Club, 4H) and private operators (Keno Hills, etc) have programs for families and youth. Breeding is no longer a focus of SAHA. Promoting the Arabian horse has not been a major function lately.

**4.0 A. What have been the most successful events and programs of SAHA over the last few years?**

- SHOWS-7 Charity Show-1 Mothers Day-2
- VERSATILITY/MILESTONE-6
- TRIP-7
- SOCIAL EVENTS-11 Horse stroll & dog Jog-2 Potlucks-1  
Night at the Races-1 Xmas Party-5  
Shoot and Eat-1 Bake sale-1
- EDUCATION/MEETINGS-1
- TRAIL RIDES-0
- FUTURITY/MATURITY-1-
- CLINICS-2
- DRESSAGE TEAM-1

**B. What do you enjoy most about SAHA?**

- VERSATILITY/MILESTONE-4
- TRIP-3
- SHOWS-2
- GARAGE SALE-1
- XMAS BAKE/tack SALE-3
- TRAIL RIDES-3 (with food)
- MEETINGS-Social-1
- CLINICS-2
- SOCIAL EVENTS-18 Xmas Party-5 Shoot & Eat-1  
Dog Jog-6 Potlucks-1  
Cow Pasture Golf-1 Parties-1  
Sleigh Rides-1
- FRIENDSHIPS-of "like-minded individuals"-2

- OUTLET FROM JOB STRESS-common interests & goals-1
- SAHA provided contacts & information when I was getting into horses, a place to show and contact with fun people but now I am more into the social aspect
- Need to meet the needs of more members as only certain people attend

#### 5.0 A. What are SAHA's strengths?

- REPUTATION- for organizing and providing quality events-province wide; 25 year history of providing, excellent quality shows
- PEOPLE & FRIENDSHIPS-energetic with knowledge, with common interests, enjoying each other's company, good people who would take on 1 event of interest each, core of committed members, promotes friendships and socialization, core group of dedicated people, friendly, helpful people; strong core of good, well-organized people; people need to come to meetings; working to a common goal
- SOCIAL-FUN-provides fun social outings, social contacts & events, fun social events
- EVENTS & SHOWS-variety of events been tried, innovative programs eg. TRIP, Versatility
- CHANGE-ability to change with the time
- COMMUNICATION-excellent newsletter and web-site

#### B. What needs to improve or change?

- Maintain standards
- COMMUNICATION-More active in advertising SAHA throughout the county and adjacent areas to solicit new members and interest in the activities we provide; via newsletter more than meetings;improve communication to members-phone calls; more awareness of our Club in the community
- MEMBERSHIP-Bigger effort to recognize and welcome new people at our meetings/functions; young people to join???.; appeal to the age group that is going to use our club (older not youth) ; improve our image of being unfriendly, cliquy, snobby Arab people; change attitudes; increase membership; more member involvement in activities
- BOARD-move from 9 to 3; workload is huge
- VOLUNTEERS-Bigger effort to communicate individually with members letting them know of volunteer jobs needing to be filled; Don't overload anyone past their ability or willingness-overuse is abuse; SAHA is all work and no fun; more support for volunteers; people are tired, burnt-out
- FOCUS-do fewer events & activities but do them better; fewer events, entice more people to participate; cut down on committments-shows, etc.

- SHOWS-fewer or not at all, drop futurity/maturity and cancer ride;only run a show if have a committee; scrap horse shows or pay volunteers to help; drop all shows except the Mothers Day-it is a good draw for all the County; change format of the Mothers Day show radically; maybe combine with another Club to make planning and working show more people friendly.
- MEETINGS-no more or very few
- SOCIALS-key in on socials
- CLINICS-drop or max of 2 per year
- TRAIL RIDES-only one and well advertised

**6.0 A. Are there any opportunities which could impact SAHA? (External)**

- Green hectares and the County Equestrian plan-“Spruce Meadows”- available facilities and involvement
- Joint ventures/partnerships with other Clubs-work together on speakers, shows-combine with another Club
- Other educational opportunities available-Horse Showcase, Mane Event-top clinicians coming for Mane Event
- Age of County residents-more 50+ and less youth-50+ is riding more
- Change is hard-Change our role and image
- Volunteer Burn-out-everyone is busy, lots of other activities

**B. Are there any threats which could impact SAHA? (External)**

- PEOPLE-time & commitment-too busy, other interests, young families, both working, want to have recreation not volunteer in their spare time, volunteer burn-out; overworking volunteers and directors,
- ATTITUDE & IMAGE- negative, don't want to change, nay-sayers impact us; hard to make people change, hard to change our image
- ECONOMICS-gas prices increasing , recession, horse costs increasing, fewer backyard horses, job loss, money –activities must be affordable, depression; travel to meetings and events is expensive
- AGE & Interests-more 50+, less kids, 30-40's-too busy with work and families, kids have other interests and places to go, some parents work away; horse facilities provide kids and family programs; activities for 45+; interests change as you get older
- EXPERTISE/PROFESSIONALS-less trainers, breeders, judges
- COMMUNICATION-e-mail is unfriendly, everyone doesn't have it, older people like personal contact

**7.0 Where should SAHA be going in the future in each of the key areas described above? Short Term? Long Term? What are the priority areas?**

**Focus on 2009 & evaluate in December for 2010**

**PROGRAMS & EVENTS-2009**

**Clinics-Hedi**

- dressage clinic only
- promote Mane Event & Horse Showcase to members
- may try one basic dressage open to everyone

**Trail Rides-Mary King & Ken Zelt**

- one trail ride with potluck or breakfast-June 14, or 20
- promote Ken's Wednesday morning rides at Blackfoot to all-ride at your own risk
- promote Blackfoot Trail Riders Thanksgiving ride and ATRA trail rides

**Meetings-Board of directors-Phil?**

- Every second month- Jan, Mar, May, July, Sept, Nov-
- Keep information/reports brief
- Provide food-join with other clubs to share speakers
- Location-Fultonvale small room is not good-**Hedi** will ask if we can use the bigger room. **Donna Rae** will check prices and availability for County Library, Ardrossan Hall and Senior Centre, Antler Lake
- May-Potluck, general meeting & approval of Board of Directors
- July-Dog Jog and Hot Dogs, Beans etc at Blackfoot
- Sept-Dessert Night with prizes-speaker-Photography?
- November-Bake sale/auction

**Futurity/Maturity-no**

**TRIP-Donna Rae-** will continue-need to improve awards & prizes

**VERSATILITY/MILESTONE-Linda Von Grad-**will continue

**SOCIAL EVENTS-Greg & Donna Rae**

- **Dog Jog-**for July meeting-Donna Rae, Greg, Carol
- **Night at the Races-**August-Greg will organize
- **Xmas party & 25<sup>th</sup> Anniversary-**Nov. 28-Greg and Donna Rae

**SHOWS-Phil, Rae, Kelly, Jeannie, Wendy**

- Options-give date to Gary Miller, members only or public show
- Concerns-clean-up, concession, washrooms, ring maintenance, judge

- Suggestions-less classes, mix English/Western, fun and furry, no dress code, training tack, helmets for juniors, give out numbers only, no class lists, \$30 per day, \$10 per stake, some fun classes, prize money only-no ribbons,
- Concession –**Hedi** will contact group who did Fall Show
- Ring Maintenance-**Wendy** will ask Karen who does it for Showcase
- Prize List-was reviewed and **Kelly** will send draft to Committee
- Porta-potties-**Kelly** will ask her uncle who has a company
- Volunteers-**Jeannie** will develop a list of needs and circulate
- Show Office- **Wendy** can work, **Jeannie** before/after her classes

#### **MEMBERSHIP & COMMUNICATIONS-Donna Rae & Kelly**

- a brief update, calendar of events and membership applications will be mailed out to all 2008 members-Donna Rae
- County news article already done-Donna Rae
- Information on events in County News-Donna Rae
- Newsletter and forms-in horse stores-Kelly
- Phone Committee-Kelly will assign 8-10 members to each of the Steering Committee to contact
- Showcase-Booth- Donna Rae will book-Carol will work, Wendy in PM if not too busy in office
- Calendar of Events:
  - April-Dressage Meeting & Mane Event
  - May-Meeting (Potluck), Mothers Day Show and Horse Showcase
  - June-Trail Ride (13<sup>th</sup> or 20<sup>th</sup>)
  - July-Dog jog-meeting
  - Aug-Day at the Races
  - Sept-Meeting-Dessert Night (Photography Speaker-Hedi?), Volunteer Party
  - Nov-Bake Auction & 25<sup>th</sup> Anniversary/Xmas Party

#### **VOLUNTEER APPRECIATION-Phil and Board**

- Volunteers will get food chits-hamburger & drink and free coffee at the shows
- Volunteer Party will be held in late September-TBA-Chairmen must submit a list of volunteers.

#### **BOARD OF DIRECTORS:**

- Fewer meetings, use e-mail for information, planning/evaluation meeting in late fall for 2010-change signing authorities
- President: Phil Coatta**  
**Past Pres: Bob Klassen**  
**Vice Pres: Wendy Zelt**  
**Treasurer: Hedi Klassen & Karen St. Amand**  
**Secretary: Ardyth Moore**

**Membership: Kelly Wagar**  
**Socials: Greg Fitzgerald**  
Other:  
Trail Rides: Mary King & Ken Zelt  
TRIP Donna Rae Coatta  
Versatility Linda Von Grad  
Shows: Phil Coatta  
Jeannie Desrochers  
Rae Roulston  
Wendy Zelt  
Kelly Wagar

**NEXT STEPS:**

- Minutes of Steering Committee-done & distributed-Wendy
- Mothers Day Show Committee Meeting-Phil to call
- Calendar, News articles, Member forms out-Donna Rae
- Phone calls to members-Kelly to organize
- May meeting-Steering Committee Report-Wendy/Phil
- Board of Directors slate-approve at May meeting-Phil
- Change Signing Authorities-after May meeting-Phil/Bob
- 2009 Evaluation-2010 Plan-January 09-Wendy
- Budget 2009 & Raffle funds-Board/Phil & Wendy