



State 4-H Horse Show Steering Agenda
Date: February 2, 2024, 10:00 am – 12:45 pm

Location: Orange County VCE
127 Belleview Ave Orange, VA 22960

I. Welcome & Introductions (10 am- 10:05 am)

● Attendance/Roster

- In Attendance: Jen Daly, Julie Williamson, Janet Smith, Carrie Swanson, Jocelyn Pearson, Kaci Daniel, Lisa Powers, Rose Mcdonald, Hannah Mcdonald, Kim Mayo, Sam Leeth, Katherine Carter, Hunter Liles, Kelly Mallory, Erin Berkery, Leslie Prillaman, Reanna Willey, Tammy Sparks, Darla Marks, Della Roberts
- On Zoom: Bertha Durbin, Maryanne S. , Rebekah Powers, Thomas Agnew, Erin Edwards, Ciara Davenport

II. 2023 Show Reports (10:05-11:00am)

● Income / Expenses

- As accurate as we can be, due to VT team members leaving around state horse show. This horse show financial report, may change if something new arises.
- Income :
 - Sponsorships were lacking. Thomas Agnew has agreed to take the lead on sponsorships (with assistance) for 2024 horse show. Rose has two large companies with interest and will be reaching out to Thomas. Katherine and Hunter will work on the 2024 sponsorship packet, inclusive of some “personal” stories from ambassadors.
 - Please reach out to Hunter or Katherine with vendor suggestions and ideas for 2024. Specifically, an embroiderer.
 - Lindsey/Julie Williamson are taking the lead to work on college/university presence in the Waldron. Lindsey has a lot of connections here, and hopes to establish these relationships earlier this year. Hunter to contact Lindsey and get that process started.
 - Significant increase in income from tack stall fees and entry fees in 2023. Good turnout for alumni showmanship, horse show hero, and income from Stoney Fork.
 - Looking to increase drill team entries for 2024. Promote this to clubs/districts.
 - Shout out to Rose and her crew on the Silent Auction. Thank you to the Carole Miller estate. Rose is currently looking for more silent auction items as well as bigger ticket raffle items for 2024.
- Expenses:
 - Still awaiting hospitality bills to complete the expense report.

- Under budget on hotels: We are looking to potentially move hotels this year, there is a new Tru hotel opening in the next several weeks.
- EMT (KIWI) came in slightly over budget, but committee determined this was money well spent.
- Virginia Horse Center was kind and complimentary of our horse show staff. This showed in several discounts. We just received the contract for 2024.
- Fair entry software cost is split between School of Animal Science Department uses, and there is a 0.50 charge per entry.
- Expense Questions:
 - Leslie – Cost of dressage arenas (200/ring/day) seemed high. Lisa thinks we have volunteers that may be able to do the set up? Leslie had to increase size with her crew.
 - Carrie – Cost of barrel lasers (300) seemed high for a system already installed. Julie thinks this cost may include timers as well? Will discuss in contract negotiations.
- Overall Good news! The show is hopefully in the green by 30-35000, increasing the state show account to close to 150,000. This is positive for our appearances at Virginia Tech.
- Julie was present at the Virginia Agribusiness Council dinner, where she took an opportunity to thank the administration at Virginia Tech for their support with positions and funding. She stressed the importance of speaking up and expressing thanks to our volunteers and stakeholders.
- Show Numbers
 - Entry numbers increased overall, both with youth and children. There was positive feedback about youth having the ability to share horses.
 - Stampede entries decreased slightly, but that is also evident in other program areas with limited senior numbers.
- Awards
 - Erin B. and Kelly M. did an excellent job of stepping into this huge role this year. Shout out to them!
 - A standard ribbon order was placed this week, to get ahead of an 8% price increase.
 - Different Awards:
 - Classics : Everyone seems on board with moving to neck ribbons for classics (mini options available). Erin passed out and shared on the google drive options for several ribbon options. The “York” ribbon seemed most popular, will revisit.
 - Showmanship : Moving from the purple banner to vinyl banners. These are popular in livestock and more cost effective.
 - Prizes for class winners? There were also several prize options on Erin’s report. In order to offer these, we will have to secure sponsorships. Western/Ranch have prizes for most classes, due to sponsorships secured by Hannah M. We will look into opening up a larger “pool” to provide equitable prizes across divisions with sponsorship accrued.
 - Medals : Currently no extra medal cost, Erin and Kelly determined that there were 400+ medals in storage still that could possibly be used for 2024.
 - Trophies:
 - State Horse Show is responsible for trophies that need to be re-plated to match classes. This will be on a case by case basis, as some class names are similar to carry on tradition.
 - Julie – please remind youth they do not get to keep any perpetual trophies. No matter if it is full or if they have won the award 3+ times.

- Youth are responsible for the engraving of their perpetual trophy.
- Julie is working with Erin/Kelly to match the appropriate trophy with the correct class number in a large spreadsheet format.
- Back numbers will be ordered separately from awards this year, hopefully with a sponsorship.
- Communicate any other awards needs to Erin Berkery and Kelly Mallory.
- Kim Mayo – When will youth get their 4th place ribbons from 2023? This is still in the works, keep reminding Katherine/Hunter.
- Big Awards:
 - Hall of Fame will not be awarded every year. The requirements are strict and the pool of individuals that meet them is growing smaller.
 - Leg Up Award was not given in 2023, due to lack of entries. Hopefully with increased promotion and advertisement, there will be entries in 2024.
 - We will work on some of these awards in advance of the show, so that trophies are ready and available at the horse show.

III. Divisions Reports (11:00 – 11:30)

- Meeting was held on Nov. 6, 2023 to provide division reports and detail hurdles from 2023 horse show – Brief Synopsis of this meeting in lieu of Division Reports
 - Julie- Hunters-Working Hunters and Jumpers went well. There were some issues with large classes in the hunter pleasure division. They will be more proactive on splits next year and have more communication with the judge.
 - Hannah - Western/Ranch/Trail – Ranch numbers were increased and the division went smoothly. Trail also went well, but fewer entries in the ticketed trail practice. How can we better advertise/promote this? Western went smoothly with the exception of a judge issue, that was handled at the show by management. Hannah is hoping to combine seniors in the western unless numbers warrant.
Reanna had a question on Trail - Dressage kids have showmanship that same morning, is there a way to sign up for a time? WE will work to communicate this better, but kids with class conflicts will be able to “jump line” if they have an immediate conflict.
 - Carrie- Gymkhana – No problems as long as she has a new judge next year. Great Job.
 - Leslie- Dressage – Good to Go!
 - Lisa- Minis – Minis had a good year, they mostly just want to sort out some schedule conflicts.
 - Beka/Erin – SS – Division ran smoothly, numbers up. Kids had fun. Looking to work on judge issues to avoid class conflicts and having to be “bumped” from ring to ring and wait long hours.
 - Janet – In contact with KIWI, they are more than happy to come back, working on contract (2024 – 5K) Looking at helmet straps this year, spread the word!
 - Kaci – Volunteers – In need of a point person for volunteers. For 2024, division managers will take charge of recruiting and assigning for their volunteer needs. This point person can work with division managers to fill empty spots. Agent’s main purpose will be verifying through 4-H online and identifying ring monitors. The volunteer sign-up sheet will now be a private document, we have no space for volunteers that are “better than” certain jobs.
 - Kaci – “Horseless Activities” – This is not just a horse show but a 4-H event, promote all activities with the same enthusiasm. How can we create opportunities for youth not riding in the show to visit, participate in activities? Kim mayo would love to work on promoting non-riders.
 - Cloverbud camp was discontinued due to low participation, no one to run it.

IV. 2024 Show Planning & Discussions (11:37-12:45)

- District Feedback and Survey Review
 - District Horse Councils:
 - i. NW
 - 1. Bertha – Use of alcohol at the state show seems more rampant. Current rules state no use of alcohol by exhibitors. Janet suggested wording about being “out of control”. Katherine will look into VT language to support this.
 - 2. Carrie – Address dogs on the local level, prior to the state horse show. Rules must be the same for all, regardless of occupation. Katherine and Hunter will again work with risk management at VT and VHC to see what support we have with this.
 - 3. Thomas – Hoverboards are banned. Should “vaping” be added to the no smoking in the barns language.
 - ii. Central
 - 1. Della R. - Issues with the cleanliness of stalls upon arrival, disinfection procedures? Katherine and Hunter will discuss this issue with VHC, as well as working with staff to inspect stalls prior to arrival.
 - 2. Darla M – Parking Violations were rampant this year. VHC team was treated poorly when trying to enforce. Bob Williamson and stable crew will try to assist with this, maybe we will call in a tow.
 - iii. SE
 - 1. Jocelyn - Can we limit information on the band app to only show office announcements. Thomas and Kaci will work to create a new account named “show office”.
 - iv. NW
 - 1. Hannah – People are having a hard time finding time to compete in educational contests.
- Entry Fees
 - Katherine and Julie propose working on a new fee structure that will be more similar to “regular” horse shows. It will be an office fee and a fee/class. This will provide more equity for divisions that offer different numbers of classes and youth that only bring a horse to show in one class. Hunter/Katherine/Julie will work to crunch numbers on these fees.
 - The office fee will be per child and stable fees will be per horse.
- Budget / Facility / Schedule / Rings
 - Schedule
 - i. Hunter is working to make the schedule more fluid with fewer class conflicts. Hunter will upload to google drive and work on with comments/suggestions from divisions.
 - ii. Looking to move to one large ceremony on Saturday evening, spread out educational contests, and utilize Sunday more.
 - iii. Suggestions
 - 1. Move all driving to Sunday, both classics and regular driving?
 - 2. No saddleseat or minis in the Waldron.
 - 3. Is there a way to move Dressage Classics back inside the Waldron?
 - 4. Hunter and Western classics move back outside? Wiley?
 - 5. Can anything extra move to Thursday? Mini showmanship?
 - 6. Minis are happy to move into barn 5.

7. Thoughts on working western from Hannah? Should we keep it?
iv. Goal to have schedule out by March 1st.

- Membership/Participation barriers
 - Staying overnight – Julie reminds that previously hauling in was not allowed due to parking issues and questions about horse safety. Leslie, Reanna, Jen, and Julie will form a committee for discussion on possibilities for 2025.
- District Horse Councils, Shows & Clinics
 - Bertha – do horses have to be declared to be qualified? No, there is a form/fee for every horse qualified and that is separate from declarations.
 - Outside Qualifying Shows – Success, Difficulties, Suggestions
 - i. Central, NE, NW, SW all have success with outside qualifying form/events.
 - ii. SE – Jocelyn is still working to create this form with the district horse council.
- Entry System / Cross Division entries – discussed under previous topics
- Rule Changes
 - Please communicate with Katherine/Hunter on rule changes.
- Judge suggestions
 - Katherine – Last year a judge was cut in order to save money. We believe that in order to avoid conflicts and “bumping”, we should add that judge back in. Saddleseat took the brunt of these conflicts.
 - For those hiring judges, we are trying to find a balance of those that are not “local” but also do not have to fly to be here. They cannot have judged a district 4-H show, be a parent, or a leader.
 - We will continue utilizing volunteers and judging team alumni to judge the showmanship. Realistically, hunter and dressage judges do not have experience judging showmanship and most do not know how.
 - Possibility to work with a judge shared between minis/SS, Lisa and Pinky will get together with Erin and Beka.
 - Keep in contact with Katherine and Hunter as you contact judges. We can work to be ahead of the game with contracts and paperwork. Including in contract will be information on payment. They must be paid by VT, and will receive a check in the mail at a later date.