



IJOc Board Meeting – Park Inn by Radisson, Bath Road, Heathrow, UB7 0DU  
Tuesday 5<sup>th</sup> June 2018 @ 09.30am

Present: Willem Luiten (WL) Jon Doney (JD) Enrique Rey (ER) Alfred Boll (AB)  
Teodor Sheytanov (TS) Jane Pelly (JP) Carsten Soerlie (CS)

Apologies: Frances Hesketh Jones Triulzi (FHJT) Kate Horgan (KH)

1. Welcome and opening by the President

WL opened the meeting. Apologies had been received from FHJT who is unwell and the Board wished her a speedy recovery. KH is unable to attend as she is officiating in Spruce Meadows. WL thanked the Board members for their efforts to attend the meeting.

2. Approval minutes Board meeting 04.02.2018

The minutes were approved.

3. Approval minutes Board meeting with Regional Representatives. Comments to be considered from Regional Representatives' reports under point 10.

These minutes had been approved by JD and the Board endorsed them. Points for consideration were:-

- Advertising of the Exchange Programme – more information on this would be published on the website once TS's proposals for updating it have been finalised.
- Communication to members on website. WL emphasised that this must be controlled centrally. Literature to hand out to potential members. It was agreed that a one page flyer could be produced with information about the Club and how to become a member in PDF.
- Clarification of role of RRs. FHJT is drafting a job description.

**ACTION FHJT**

4. Regional Representatives: reconstruction for 2018/19

To be included on the agenda for the next meeting.

**ACTION FHJT**

5. Bureaucratic and fiscal requirements for annual Swiss registration 2018

AB had prepared a paper on the requirements.

AB informed the Board that he needed a list of current and outgoing Board members plus signatories and this could be in the form of the official minutes of the Board meeting.



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Board 2018

President: Willem Luiten (NED)  
Vice President: Jon Doney (GBR)  
Secretary General: Frances Hesketh Jones Triulzi (ITA)  
Treasurer: Carsten Soerlie (NOR)  
Members: Alfred Boll (SUI)  
Kate Horgan (IRL)  
Jane Pelly (GBR)  
Enrique Rey (ESP)  
Teodor Sheytanov (BUL)

Outgoing Board members from 2017: Stephan Ellenbruch (GER), Sharon Al Qaoud (KUW)

6. Status of 2018 renewals

The Club has 289 current members, of which 34 are new, plus 4 who have registered but not paid to date. As at 01/06/18 there are 61 members who have not yet renewed for 2018. JP to send the list of non-renewals to Board.

**ACTION JP**

JP clarified that the figures for membership presented at the GA were to 1<sup>st</sup> October 2017 and did not include 12 members who had joined since 1<sup>st</sup> October. The figures to 31<sup>st</sup> December were 315 current members of which 24 were new with 30 unrenewed in 2017.

7. Update on working groups

WL summarised the introduction of the working groups as a new way of working to try to improve things for our members.

- Members' survey

WL expressed his thanks to KH and JP for their work on this. There had been a very good response rate with 204 members out of 280 completing the survey.

JP went over the responses to the open questions and the main points were discussed. It was agreed that members need to be able to see that the Club is working for them. TS suggested the Club should approach the FEI to have a member on the Jumping Committee as a long term objective. Working Group on Officials – the Club to try and influence the implementation of the proposals. A new FEI Head of Officials is to be appointed and it was agreed the Club should arrange to meet with him/her. WL will include the outcomes of the survey in his next blog. It was agreed that this would be published on the website and FB and emailed to members.

**ACTION WL**

CS raised the point that some members had suggested there should be an increase in the daily allowance and asked if the Club should be representing the members' interests in such issues with



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the FEI. It was agreed to include Officials' remuneration as an item on the agenda for the next Board meeting.

**ACTION FHJT**

Mentorship – CS feels this is potentially a good idea but maybe should be in cooperation with the FEI. WL agreed that the quality of officials is an issue and is an objective of the FEI. He suggested the Club could offer to assist the FEI with such a programme. As soon as the new Head of Officials is appointed, the Club should invite them to meet with the Board, possibly in Barcelona.

**ACTION FHJT**

Regional meetings. It should be possible to send one or two Board members to a Regional meeting or hold the GA in, for example, America occasionally. It was agreed that ways of including members in the Americas should be looked into, for example webinars. JD suggested the GA could be held in Americas once every 5 years.

CS suggested that the possibility of obtaining discounts on merchandise for members should be looked into. CS would lead a working group on this and present a proposal to the next Board meeting.

**ACTION CS**

- Redraft of Statutes

The draft changes as prepared by the working group were discussed. It was agreed that the changes should be split into 'ordinary items' and 'inclusion of vets' for voting purposes at the next GA. The other proposed changes would be discussed further at the October meeting and possibly by Skype.

- Vets

JD circulated documents summarising the opinions of the members of his working party.

WL felt that no one on the Board was of the opinion that vets should not be involved as they are part of the team and all the officials need to work together. He suggested two possibilities for allowing them to join should be considered, as full members or associate members. This was discussed. It was agreed that the Statutes would be changed to allow them to become full members and it would be put to the members to vote on at the GA in 2019.

- Communication strategy

WL showed an example of a Business Model Canvas to those present. It is a tool to assist in focussing on propositions and the requirements to fulfil them. He wants to make presentation in Amsterdam for the Club based on this. He will circulate to Board.

**ACTION WL**

TS felt the answers from the survey were very close to his proposals for the communication strategy. The website should be our primary communication tool. He thought the website now appears rather



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old fashioned and he wants to develop a new look. He showed the Board an image of his proposal. The Home page would include ‘teasers’ to encourage people to use the website with both closed and open sections. Easily accessible information on how to join the Club would be available to all while members would have to log in to access information on the Experience Programme, case studies/forum and the President’s blog. It was agreed that a notification email should be sent to all members when there was new information on the website and a link would be published on FB. This would also allow the number of hits on the website to be monitored. TS also proposed developing a mobile version of the website suitable for smart phones.

If video case studies are to be included, we need to make sure we have the right to use them. The possibility of a contract with video companies should be investigated. It was agreed that the case studies should be separate from the Forum and should include more basic cases as well. Any ‘definitive’ answers to cases should carry a disclaimer that it is based on current rules. WL suggested that a Board member should take on ‘ownership’ of the Forum to assume responsibility/moderate and provide a new topic for discussion every couple of months. It was agreed that JD would take on this role. CS asked what the budget was for developments to the website. WL informed him that 5000 Euro was available for new developments for our members.

It was also suggested that a profile interview could be included as an item. This could be an official, rider, organiser etc. and could be done e.g. quarterly.

Currently no benefit of membership is perceived by course designers. We do not have a value proposition for them although we could offer updates on legal and insurance issues. CS suggested the Club could do webinars for specific groups or look into the possibility of cooperation with FEI Campus platform. New technology for encouraging new members should be considered and WL agreed to look into the possibilities of a webinar in 2019.

#### **ACTION WL**

Livestreaming of Refresher/GA had been suggested. This could be published at a date after the event but the cost needs to be investigated. It might be possible to get a sponsorship agreement with a company who provides such a service.

#### **ACTION CS**

TS asked how the Club could involve the members in proposals for rule changes. It would be possible for members to send any suggestions to the Board for discussion before submitting any proposals to the FEI. WL will inform members in his blog that the Club is liaising with the FEI on proposed rule changes.

- Exchange programme

JP updated the Board. Twenty one applications for placements have been received to date and 14 placements agreed. There has been an increase in the number of Stewards applying this year and an application has also been received from a course designer.



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- Seminar & GA Amsterdam

WL has been in contact with LvdG and she has come back with two proposed hotels, the Novotel and Motel One which offers a cheaper alternative. The Seminar/GA itself will be held in the RAI and tickets for the show will be available. For the social evening, Laura has proposed an evening with entertainment at 77 Euros including drinks. We need to invite Stephan and John Roche as soon as possible.

**ACTION FHJT**

We need to keep the cost down as far as possible. WL/LvdG to contact the Dutch Federation to ask for a contribution.

**ACTION WL**

8. Date of next Board meeting

Proposal of Monday 8<sup>th</sup> October 2018 in Barcelona if FHJT is available.

9. Venue of future Board meetings

Amsterdam suggested. WL will contact FHJT to confirm Amsterdam is convenient for her.

**ACTION WL**

It was proposed to use Skype to facilitate additional meetings and allow members to participate remotely.

10. AOB

JD asked if there was any update on the status of Kuwait. FHJT to contact the FEI to enquire.

**ACTION FHJT**

11. Closing of the meeting by President

WL asked all the Board members if they had any suggestions or ideas for improvements for the conduct of the Board meetings or running the Club to please contact him. He thanked all the Board members for attending and for their input.

The meeting closed at 15.00 with a vote of thanks to the President.



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### **Action Points**

Item	Action	Status	
1	ER to set up a working group to review and update the Statutes	Ongoing	ER
2	Set up working group GA Amsterdam 2019 with Laura van de Graaf, Janneke Petrie and Harrij Braspenning	New	FHJT
3	Invite John Roche and Stephan Ellenbruch as course directors for refresher Amsterdam	New	FHJT
4	FHJT to finalise the draft job description for Regional Representatives (from October meeting)	In progress	FHJT
5	Redesign of the website of our club	New	TS
6	Arrange meeting with new Head FEI Official Affairs when appointed.	New	FHJT
7	CS to set up a working group on merchandise discounts for members	New	CS
8	CS to investigate cost of livestreaming the Seminar/GA	New	CS
9	WL to investigate possibility of a webinar in 2019	New	WL
10	Sending list of non-renewals to Board members	New	JP
11	Send in Apostilles to AB	New	Board signatories