

Minutes of the October 13, 2025 EDRA Board of Directors Meeting

Attendance

- Bonnie Girod, President
- Shayne Russell, Vice President
- Margaret Birdsley, Board Member
- Alex Gesheva, Board Member
- Julie James, Board Member
- Katie Poe, Youth Representative (departs at 6:25pm)
- Jenna Richter, guest (departs at 6:35pm)
- Arielle Blume-Bonney, Treasurer
- Heather Rheingans, Secretary

Quorum present.

Call to Order

The meeting was called to order by Bonnie at 6:06 pm PST.

Approval of Minutes

Bonnie moved to accept the amended minutes from the September 2025 meeting. Margaret seconds. The minutes were unanimously approved. Alex moved to accept the August meeting minutes, Julie J seconds. The minutes were unanimously approved.

Jenna, Visible Custom Design Marketing Proposal

Presentation provided in writing ahead of the meeting, so BoD jumps into questions.

Confirmed that services Jenna provided for DITR were about \$500, and it took the ride from being a couple thousand in the red to a couple hundred in the red.

Marketing could increase the use and understanding of the benefits of EDRA Membership.

The importance of professionalism is noted.

Noting that the proposal focuses on intro riders.

Noting that the new riders appreciate being treated like intro endurance riders (rather than “just trail riders) and may need detailed information about camping, amenities, what you need to bring, etc.

How do we juggle to cost? Ride managers vs club?

Clarification that cost is \$500 / ride and includes up to 10 hours. In addition to rides, a la carte is available and charged per minute. Jenna estimates that the between season services would not exceed 4 hours per month.

Jenna explained a bit about how content curation and sharing benefits rides. And, a list of what is needed from ride managers to start marketing and serve rides and managers best.

Jenna leaves and the BoD internally confirms that her services are desired.

Further discussion pertaining to how a contract would be paid.

EDRA rides vs personally managed rides. Noted that cohesive marketing serves all memberships.

BoD decided to request a contract for up to \$3000 / year to cover 7 rides, conference, and membership.

Julie J, Ride Prizes

Current Rules currently discuss nothing regarding prizes given at rides. Earning points at rides and year end awards are discussed in the Rules. Since Rules Committee is updating rules this year, so it is a good time to specify what/if EDRA wants to define as awards that must be granted at rides.

Narrowing in on requiring 1st, BC, and Completion. Then additionally providing a list of other common awards for ride manager/s to give out as they see fit. No monetary value is assigned to the awards. BoD expects to vote on this topic when addressing the Rules update as a whole.

EDRA Ride Endorsement Fees

Do we want to charge a fee to Ride Managers for endorsement?

Yes. Alex moves that EDRA charges a \$250 endorsement fee for the 2026 ride season. Julie J seconds.

Passes unanimously.

Reciprocity Agreement

Meeting with PNER went well. Stevie from PNER volunteered to write the letter of support. PNER does want to poll their membership. We need to provide a copy of our draft to include the poll.

Discussion pertaining to fees and timelines.

Discussion pertaining to mileage confirmation/reporting.

Conference

Facility id booked! \$1500 for 3 days, includes conference center, arena, stalls, and round pen panels.

Adjournment

Julie J moved to adjourn the meeting at 7:28 pm PST. Margaret seconded. Unanimously passed.

Minutes Submitted By

Heather Rheingans