



# NDA Board Meeting Minutes

February 8, 2021

## Attendees

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### Board Members Present:

- Carrie Cross, President
- Michaela Shieffer, Vice President
- Lana Erickson, Treasurer
- Mel Policicchio, Secretary
- Mia Newman, Junior Representative
- Christine Walker, Member at large
- Shan Lawton, Member at large
- Sheila Purdum, Member at large
- Mary Ellen Ducey, Member at large

### Board Members Absent:

- All board members present

### NDA Members Present:

- Kimmie Petersen
- Emily Markel

## Call to Order

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President Carrie Cross called the February meeting to order via Zoom at 6:36 pm.

## Approval of Previous Meeting Minutes

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The January 2021 NDA meeting minutes were reviewed. Lana moved to approve the minutes. Michaela seconded. Motion carried. Minutes approved, pending a few small language updates.

## Officer Reports

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### President:

Carrie has sent two emails to 2020 members, encouraging membership renewal.

### Vice President:

Michaela has nothing to report.

**Secretary:**

Mel has nothing to report.

**Treasurer:**

Membership has continued to rise, helping the NDA budget. Lana has submitted our income to our accountant, as well as the state sales tax report. She has not yet submitted the biannual report but plans to complete this soon. Our 1099s have been sent and our QuickBooks license has been renewed.

The draft budget has been updated to reflect our income year to date, with finalizing the budget as a priority for tonight's February meeting.

Our current balances are as follows: Main \$4,699.42 Competition \$11,203.59 and PayPal \$1,360.23.

The board then reviewed the Treasurer's proposed budget.

The board discussed continuing to use the \$1,000 arena fund for a new arena and to encourage donations by calling it the "[Name] Memorial arena."

Shan moved to approve the budget with the alteration of moving \$1,000 from L Program to the education funds in 2021. Sheila seconded and the motion passed.

## **Committee Reports**

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**Membership:**

Christine reports that we currently have 70 members and 10 of them being junior members. We have 9 new horse registrations and Christine has modernized the horse registration certificate.

Though we face the challenge of a disjointed registration process (having to complete the form and use PayPal separately), we unfortunately cannot make payment and membership one step with our current Weebly platform. Ecommerce adds a new layer of cost to the website hosting and changing to a new hosting platform would require invested effort from Carla. An alternative option would be to develop a more sophisticated PayPal form or to use a SignupGenius payment form. Christine will look into alternative payment options to use on our existing website.

**Competitions:**

Virtual Shows: The committee has decided that riders must be an NDA member to qualify for virtual NDA-year end awards, although you may ride in the show in order as a non-member (for an added fee). The competitions committee is also working with the awards committee to determine placings for year-end awards and October 5 remains the deadline for year-end award submission. There are currently 3 submissions for hosting virtual shows. The committee also discussed an NDA sponsored virtual show for the end of March or late August. If the NDA charges \$30-\$35 per ride, we can profit \$15-\$20 per ride. These costs were discussed, but not finalized.

Cornhusker Classic: The committee discussed the Friday schooling show and as we have already budgeted and prepared for this show, the committee proposes that the schooling show be held in the morning with two rings, one for classic dressage and one for western. That Friday afternoon could have schooling time available for \$15 per 10 minutes. These sessions will be limited to 2 horses and 3 people at a time. The NDA will need to recruit a volunteer ring steward. A timed, paid schooling ride works best when there is also space for a warmup. The competitions committee will discuss this with Ann and Jennifer and will bring their recommendations back to the March NDA meeting. The

committee has also decided against offering opportunity classes this year, based on low interest in the past. Further, in order to have NAYRC classes, we would need an extra judge, which the committee has decided not to pursue.

Schooling Show Championships: They have contacted Still Waters and Urban Events (Quail Run) about hosting the schooling show championships. Still Waters (located in Hickman, NE) is interested in hosting, but can only offer 4-5 stalls. Urbans Events (located in Elkhorn, NE) is also interested in the dates we offered, but needs to confirm their availability.

Spring Fling and Coda Cavallo are also our only two finalized scheduled schooling shows.

#### **Awards:**

Sheila has picked up 9 boxes of ribbons and completed inventory of our awards. She has placed an order with Hodges and Lana will call to confirm credit card payment once an invoice is received.

We have successfully found sponsors for the year-end western dressage perpetual awards. These trophies have also been ordered from Hodges.

Sheila has discussed the virtual show budget for awards, which should be around \$120-150.

There are a few English trophies which need to be replaced and there have been conversations among the awards committee about updating the youth vs. young rider trophies.

#### **Publicity:**

Mary Ellen reports a successful publicity committee with delegated responsibilities. The committee has been working to maintain the website, email, and social media updates.

All newsletter content is due to Michaela by Tuesday, February 9. Christine will share some content regarding the Cornhusker Classic and the virtual USDF convention. This newsletter should be published on Monday, February 15.

Please note a typo on our website RE the dates for the Classic, Michaela will send to Carla for her to resolve.

Lana is going to update the dates and any needed content for the newsletter sponsorship form.

Michaela has been doing our newsletter using a friend's Adobe Creative Cloud license which will be inaccessible to us starting in 2022. We should consider what we can license as a nonprofit, or what resources our membership is able to donate.

#### **Fundraising:**

No report.

#### **Equipment Management:**

No report.

#### **Education:**

The education committee plans for a Book Club at Coda February 27, which will have a livestream component pending a hotspot.

On March 21st at 2 pm the committee will host a virtual show readiness event.

In April, the committee will host both a book club event and a trailering education event.

Christine has spoken with a pilates body awareness coach who is also an L Judge using the Franklin

method regarding an educational event.

Ann Jacobson has offered to do an education clinic along with Christine about the impact of body work and saddle fitting on your horse.

The education committee will also build a pole work and cavaletti series of challenges in conjunction with Vet Physio Phyle.

### **Junior/YR:**

Mia has been in conversation with Heidi, who suggested a junior book club. Mia reached out to the juniors via instagram but did not get a response. Mia has since been working on junior education events.

Historically, the juniors have done an apparel fundraiser and as it has not been done in the last year or so, 2021 would be a nice time to take advantage of this fundraiser.

### **Volunteer:**

No report.

### **Western Dressage:**

No report.

## **Old Business**

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All old business was reviewed and discussed during the above committee reports.

## **New Business**

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The board discussed purchasing a small storage unit for storing materials such as awards, marketing materials, booth displays, etc. A 5x10 storage unit would cost between \$50 and \$75 per month. Lana put forth a motion to add the cost of a 5x10 storage unit in Lincoln starting in March and going through 2020 and this cost will be offset by competition expenses. Mel seconded and the motion passed.

In the past, we have had the president and the treasurer on our bank account. That has not yet been updated to reflect the new election. Lana suggests that either Christine and Lana be on our bank account, or (in the event that the bank stipulates that our president be on the account) that Carrie, Christine, and Lana are the names on the bank account.

## **Next Meeting Scheduled**

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The next meeting will be Monday, March 8 2021 at 6:30 pm via Zoom.

## **Adjournment**

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Micahela moved to adjourn at 8:54pm. Christine seconded. Meeting adjourned.

Respectfully submitted by:

Mel Policchio, NDA Secretary