



NDA Board Meeting Minutes

March 8, 2021

Attendees

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
- Sheila Purdum, Member at large
- Mary Ellen Ducey, Member at large

Board Members Absent:

- Shan Lawton, Member at large

NDA Members Present:

- Jenna Hubbard

Call to Order

President Carrie Cross called the February meeting to order via Zoom at 6:34 pm.

Approval of Previous Meeting Minutes

The February 2021 NDA meeting minutes were reviewed. Michaela moved to approve the minutes. Mary Ellen seconded. Motion carried. Minutes approved.

Officer Reports

President: Carrie has nothing to report.

Vice President: Michaela has nothing to report.

Secretary: Mel has nothing to report.

Treasurer: The NDA holds the following balances: Main: \$3312.62, Competition: \$11,253.68, PayPal: \$173.17

Membership continues to bring income. Awards purchases have largely been made, thanks to Sheila and a sale at Hodges. Our insurance has been successfully renewed, covering the Corn Husker Classic, the schooling show, and the schooling show championships.

Once all our transfers go through, we'll have about \$5,000 in our main account and over \$11,000 in our competitions account.

Michaela motioned to approve the treasurer's report, Christine seconded. The motion passed.

Our bankers shared that we can add Christine to our bank accounts, pending a vote from the board.

Lana motion that we remove Melissa Ward from both the NDA competition and main bank account and add Christine Walker to both accounts. Mel seconded. The motion passed.

Next meeting, Lana will share an update on NDA's tax filing.

Committee Reports

Membership: We gained 30 members and are now at 80 total members. Membership has requested sending another email blast to promote membership.

Competitions: The committee has been building the prizelist for the Cornhusker Classic horse show. Per the February board decision, we are not offering the FEI classes which require a third S Judge. Carrie has submitted the prizelist to Show Secretary Ann, who has sent this back with notes. Ann has requested we add more detailed information about our covid-19 policies and remove information about the competitor's dinner. We will also need more information about pony measuring and any necessary fees.

The committee will also pay close attention to our participation in certain classes, such as breed and pony classes, which require extra fees. If these classes are not profitable, the NDA will consider not offering them in 2022.

We are working on establishing a security detail for the Classic, which the committee will meet to review and approve. This would include a night check service for an added fee.

The committee is also working to reserve a block of rooms at the Staybridge and is seeking sponsorships for the schooling show.

All final decisions on whether or not to hold the show will be made by April 5.

A slow trickle of schooling show applications continue to roll in. Next year, the NDA should set a deadline for this submission for this paperwork, with a late fee for those who do prefer to make last-minute decisions. Alternatively, the NDA may set a deadline for shows to be run in the first half of the year, with another deadline for the shows held in the second half of the year.

The committee also recommends that moving forward, Cornhusker Classic show managers should be members of the NDA, so that they can be part of the competitions committee. Because the show manager is a paid position, this stipulation could be part of their employment contract.

Historically, we have had shirts to give volunteers at the Cornhusker Classic and for sale to competitors and spectators. The board would like to move forward with having 2021 shirts for the show. Lana will look into finding designers and sponsors for the cost of the shirt.

Awards: Sheila has written a short paragraph about the schooling show awards to go out as an email blast, update for the website, and on Facebook.

We are in good shape for the year end awards and getting the trophies prepared.

Publicity: Publicity continues to produce emails and update the Facebook page.

We will need a Facebook post about the benefits of sponsoring NDA events.

Fundraising: Stacey has updated our fundraising sponsorship forms and has added a fillable PDF that we can use for online form completion. Those also have PayPal buttons for easy online payment. We must begin soliciting sponsors for fundraising.

Our goal is \$7,000 and we have made \$7, so it is critical that we begin reaching out contacts.

We need to compile a list of past sponsors, which can be done with a combination of reviewing information in the Google Drive and past newsletters. When contacting these organizations, remind them that their donation is tax-deductible.

Each board member is going to submit 3 organizations who may be interested in sponsoring the NDA.

We may want to add a \$100 tier for sponsorship to the form for 2022.

Equipment Management: No report.

Education: The Education committee has a second book club meeting planned for the end of March. There will also be a "getting ready to show" virtual event for the end of the month.

The NDA Education Committee would like to host a virtual lecture series with Jennifer Kotylo, a body-awareness rider and pilates instructor who charges \$75/45 minute lecture.

The Education Committee proposes that NDA sponsor the first Jennifer Kotylo lecture of the series (\$75), with a subsequent series of five lectures offered for \$50 per member/family. The NDA member who signs up would receive a total of 6 educational lectures that include exercises for the rider and/or horse in each lecture. In the event that an insufficient number of members sign up for the series in order to cover the total fees, Heidi suggested that she would recruit sponsors.

Lana can create a PayPal button for payment.

The committee is also planning a trailer safety event in May and are following up with Dolly Hannon for the October clinic.

Junior/YR: Mia has been in contact with Lana about apparel and will have fundraiser apparel ready for the Cornhusker show. Lana has worked with Tee Shirts 101 in Lincoln and has not heard back from them yet. We are also considering using a national vendor.

NDA currently has 14 junior members.

Mia is also considering how to create educational events for the juniors, or a social media challenge that can extend to adults as well.

Volunteer: No report.

Western Dressage: No report.

Old Business

Storage Unit: We are going to use Big Red Storage, as they have a great rate and convenient locations. The board has decided that Carrie and Sheila will hold the keys. They will use a 5 X 10

storage unit at the storage location at 70th and Custer.

New Business

The board did not have any new business to address.

Next Meeting Scheduled

The next meeting will be Monday, April 12 via Zoom.

Adjournment

Sheila moved to adjourn at 8:20 pm. Lana seconded. Meeting adjourned.

Respectfully submitted by:

Mel Policicchio, NDA Secretary