



NDA Board Meeting Minutes

March 13, 2023 6:30 pm

Rock N' Joe's & Zoom

Attendees

Board Members Present:

Linda Smith
Carrie Cross
Sheila Purdum
Tillie Jones

Margo Hamilton
Sara Loseke
Kathy Hanford
Karen Stricklett

Board Members Absent:

Isabella Grosskopf

NDA Members Present:

Jennifer Rawlinson
Amanda Percival
Cece Holst

Anne Sushko
Kendra Ronnau
Tammy Grosskopf

Call to Order

President Sheila Purdum called the March 2023 meeting to order via zoom and in-person at Rock N' Joe's to order at 6:37 pm.

Approval of Previous Meeting Minutes

The February 2023 NDA board meeting minutes were reviewed. Minutes approved Margo Hamilton moved to approve with clarification of certain expenses, Tillie Jones seconded. All approved.

Officer Reports

President: Sheila Purdum and Kathy Hanford looked at the by-laws to clarify the committee positions. As we move forward on the issues of the committees and for the board to approve the list as it stands currently. Sheila emailed the list of committees to the board. Sheila P. added Linda Smith to the education committee and Cece Holst to the Jr/ YR committees. NDA tries to be an inclusive organization. Margo Hamilton is adding herself to the publicity committee.

We are looking for a chair for the Education committee.

Linda Smith moved that the committee list be approved and Kathy Hanford seconded. Approved by the board.

Sheila asked that committee chairs email or contact all committee members as well as CC Sheila Purdum on any meetings or decisions.

Vice President: No report

Secretary: No report

Treasurer: Budget to actual report is on the NDA G-Drive. The main account has \$1,938.46 and the Competition account has 15,189.19.

Competition expenses – We paid the deposit to Quail Run and some travel fees for the Classic show. We paid insurance and tax filings. Most of our expenses are front-loaded into the beginning of the year.

Committee Reports

Awards: No report

Competitions: Jennifer Rawlinson stated that things are moving along for the Cornhusker Classic. Mike Smith and Jennifer R. are talking about planning for 2024 now so that we get the judges that we need. They also discussed a date change.

Kathy Hanford re: schooling shows specifically the Classic schooling show. It has been profitable in the past. We typically use the TD as the judge for the Schooling show for the Classic. Anne Shusko and Jennifer will run the reports to catch up from 2016 to present.

Carrie Cross sent out an email to past participants that Jennifer Rawlinson put together the week of March 6th. The Comp. Committee is planning on sending out postcards. Carrie will help Jennifer with making some scheduled Facebook posts.

In looking at changing the dates, we need to get the application in for 2024 if we want to change the dates. USDF and USEF do charge fees for date changes. Jennifer will check with the Urbans about dates and availability.

Cece Holst and Kendra Ronnau brought up several points about changing the dates to make sure that we are within the qualifying window for NAYC. Sheila would like Mike Smith as the chair of the competition committee to contact barns about finding the dates for other schooling shows.

Education: Education has an open chair position. Jennifer Rawlinson brought forward Jamie Kments name to chair. Karen Stricklett is going to put some feelers out as well.

The webinar has \$80 in fees collected and is \$120 from breaking even. Board members and other members are asking for more clarity on what the webinar entails. Carrie will send out an email and post on Facebook to clarify some questions that have arisen.

Finance: Sara and Kathy will get together to discuss the bank account. Carrie and Tillie have asked about using Venmo. We have looked into Venmo, but to have a business account we have to link the business account to a personal account. Anne Shusko said that the horse show office

is using Paypal, check drafts and credit cards. Most shows are using Credit card payments and adding a 3% fee for credit cards. Sheila suggested that Sara reach out to Kathy Hanford and Kathy Lewis to discuss options on payments.

Fundraising: Tillie Jones, hat orders haven't really been pushed, 3 people have ordered hats so far. Tillie has a slight problem with the 50 year logo, the dates at the bottom is too small to embroider. Melissa is out of the country at the time and unable to make a change on the logo.

Tillie will send something to Carrie to email out to memberships. Tillie and Cece would like to run an apparel store on the NDA website. She has a local embroidery person that works out of his house. We can make to order for NDA, someone would have to take care of shipping and pick up orders to ship. For example, a polo shirt would cost us \$15 and we would sell for \$25 or \$30. Everything that we order would be a profit for the club. We would limit the items to things that are approved by the board. Items would be made to order. \$45 cost to digitize the logo.

Discussed having pick-up of orders at the Classic, Schooling Show Championships, and the Banquet. Tillie shared her screen with updated sponsorship opportunities. They added dates on when sponsorships would start and end. Changed a couple names of sponsorship packages, changed prices of Freestyle, Prix St George, freestyle, and individual to make it more affordable. There are no class sponsorships and they don't present an award at the Classic.

They eliminated the level sponsorships at the Classic and a show sponsorship. NDA needs to order new letters so, we are offering a one time letter sponsorship for \$150. The letter sponsorship will go away in 2024.

Margo motioned to approve new sponsorship levels and Karen Stricklett seconded. All board approved.

Membership: We currently have 47 paid members. Membership is our main revenue source. We need to push memberships to raise the number of members that we have.

Margo – if everyone wants a paper horse registration certificate mailed to them we would need to be reimbursed for print and mailing. Margo suggested that we email the registration certificate unless specifically asked for a paper certificate.

Sheila will get with Angie about membership. Linda asked about fees that we pay to USDF. Sara confirmed that we pay \$24 per member to USDF. Linda suggested a \$30 margin between what we pay USDF and what we charge.

Kathy Hanford is planning going to the first couple of shows to push memberships.

Publicity: Melissa Ward made us new tri-fold brochures and stickers. Melissa Ward put together a new format and Margo Hamilton wrote several articles. Margo would like to see the newsletter pushed to Facebook. Margo would like the newsletter to be a little bit more valuable and timeless.

Margo is going to get with Melissa about content and schedule for the newsletter. Sheila is planning on a note and Margo is planning a publisher letter, jr corner, an article on the middle of the state. Benefits of cross training not only horses but also riders.

Discussed email lists and blasting out information to a broad range of people. The postcards that the Jr committee sent out was well received by the Jr's .

Margo and Cece to Tillie made the motion to add Cece to the publicity account and Linda Smith seconded. They will focus on the Instagram account. Motion passed.

Equipment Management: No Report

Junior/YR: Kendra Ronnau brought an idea to Sheila and Carrie at the SS Championships in the office at lunch. One thing that came up was there was a lot of disconnect between the Jr Board member and the barns. The idea was brought up to have at least one jr from each barn with an adult liaison to help with the Jr committee. Carrie asked Emily Markel to be the adult liaison to the jr committee. We have asked Anne Shusko to help with giving us a little insight to how this works.

There are other GMO's that have Jr committees and there are a number of them. One thing that needs to be watched is the communication within the committee and with adults. One thing that was brought up was Safesport. Safesport is a USEF requirement not a USDF requirement. The youth is the future of dressage, and they need to be involved and have a voice in the GMO.

Emily understood and talked to Carrie about being a mentor with our newly elected Jr board member. She did make it clear to Carrie because she didn't have board experience or intricate by-law knowledge. It was presented as a mentor type role to help with emails and proofreading, discuss fun activities with the Jr members. Emily feels that if this is a more formal liaison then she feels that there could be a better person to be an actual liaison.

Tammy is attending because Isabella is sick. Isabella has worked hard to create a committee of girls that encompasses multiple barns in the NDA network. Cece is frustrated with the lack of communication between Isabella and the jr committee members.

Sheila has called for an executive board meeting to discuss the position of adult liaison. This will be an in-person meeting not via zoom. Anne recommends that after the executive meeting ,that we have a jr meeting with what they perceive is going on with the situation and what they want to see happen with the Jr committee.

Margo thinks that there is a little bit of conflict that is happening with lack of knowledge on by-laws. Margo commends the jr committee for their activities so far for this year. There is a problem with communication.

Tammy asked if she as the Jr parent could she attend the executive board meeting. Anne suggested that the parent be included in the executive board meeting with the caveat that she is a silent auditor.

Volunteer: Karin is planning on sending emails to the volunteers for the Classic. Linda has spoken to Karin and she does have a good start on the volunteers for the Classic

Western Dressage: No report

Old Business

World Cup – We are sharing a booth with UNL equine and we are getting new promotional materials.

New Business

Margo moved that we accept a motion to have an apparel store to the website and Linda Seconded.

Next Meeting Scheduled

The next meeting will be on April 10, 2023, at 6:30 pm via Zoom.

Adjournment

Margo moved to adjourn at 8:48 pm. Kathy seconded. Meeting adjourned.

Respectfully submitted by:

Carrie Cross, NDA Secretary