



NDA Board Meeting Minutes

May 9, 2022

Board Members Present:

- Carrie Cross, President
- Mary Ellen Ducey, Secretary
- Joanna Gale
- Shan Lawton, Member at large
- Sarah Loeske
- Karen Stricklett
- Ashley Steckelbert
- Christine Walker, Member at large

Board Members Absent:

- Sheila Purdum

NDA Members Present:

1. Call to Order

Call to order to 6:31

2. Approval of Previous Meeting Minutes

Minutes, Apr. 11 approved.

3. Officers Report

President:

- Carrie will send out an email to board with current entries and questions on extending the date of Cornhusker Classic. She will also try to contact selected individuals to see if they will enter, such as Emily Miles, Martin Cune, Melissa Landers, Missy Fladland, Sara McConnell.
- Carrie has located specific sponsorships.

Vice President: USDF changes to prize list and other aspects of required information submitted and changed requested.

Secretary:

Treasurer:

- Budget vs actual are up to date. Biggest changes are competition entries, fundraising, and membership.
 - Request option to budget \$400 for the booth at the International in Omaha, which is the non-profit fee. Omaha is hosting the USDF convention next year, so NDA may have some financial responsibility to budget at about \$3000.
 - There is about \$14,000 for competitions. Required to keep \$15,000 on that line, in case of catastrophic event. So NDA does not become bankrupt. Would have to come up with that amount of money eventually once used.
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4. Committee Reports

- **Membership:**
 - Currently have 94 members, last year we had about 164 members at this time. Possible add members with show entries.
- **Competitions:**
 - Entries are slow. We have 22 entries total. Income needed is \$29,000, to cover all expenses. Each rider brings in \$133.00. Needed competitors is at 80 to break even.
 - Canceling would include some money to Quail Run. The extended deadline would increase money owed. Either \$7,770 or \$6,270 would be amount paid out.
 - What kind of publicity has been sent out beyond Nebraska? For those who have written the show off due to past location?
 - Blasted social media, our region, region 4, all contact information available to Christine, emails sent out, with only 44 opened of the 300 sent out.
 - Long View has a negative reputation due to rain, which soured some people.
 - May expect more or may be a lousy show year.
 - A total of 60 entries would still be a loss/cost about \$7000. Would need an additional 48 entries within three days.
 - Some folks have said they would come but have not completed their entries.
 - Anything sent via regular mail will not be known until after the closing date. Long View had five mailed entries.
 - Quail Run has event the next week that has 250 entries, which are hunter/county.
 - People may enter and scratch, but none will get their money returned.
 - If cancel, all entries are returned. Do we retain any of the office fees?
 - Extend the date with Quail Run, as this is an important show. If we cancel the show due to lack of entries, then Cornhusker Classic has fizzled out. If it costs money to hold the show, at least we've done it. It should be one of the best shows in region 4.
 - That would mean "eating" \$10,000-\$15,000, and can hold no show next year.
 - How important is this to the NDA mission? It is focused on education.
 - Riders may already have the points they need. Biggest competitors do not need our show. Not everyone needs the points.
 - Do we do better for our membership to do a schooling show and a fall show, rather than a rated show.

- Carrie paid out of her own pocket to get more coverage, or a boost, on social media.
 - Perhaps NDA membership is not focused on the Cornhusker Classic.
 - If mission is education, and we don't have participants at an education event, what is the result?
 - Holding a rated show is part of the education mandate, it's real dressage.
 - If we are going to do this - someone needs to make phone calls.
 - Jennifer C-R noted that it would be possible to drop level 3 and do a level 1 or level 2 show. This means possible loss of entries this year. Perhaps not this year but plan for next year. Would not require a level 3 trained show manager. Jennifer will provide some information on costs associated with level 1 and level 2 options. USDF, USEF fees are about \$3000 this year and would be lost if canceled for this year.
 - All airline flights and hotel rooms are booked. According to the contract each judge must be paid cost of flight plus \$100 will be incurred if canceled. Two judges are driving this year, with two flying. Between \$10,000 or \$8,000 to cancel.
 - Schooling Show Championship, at very beginning stages, such as contracts. Sept. 25 may be the final date. The cost at the Lancaster Event Center is about \$1,500 for arena, a total of \$3000.00 with judges, etc. LEC has potential for parking and overnight stalls.
 - **Awards:**
 - **Publicity:**
 - **Fundraising:** Essential depending on choice related to Cornhusker Classic
 - **Equipment Management:**
 - **Education:**
 - Jennifer Kotylo Clinic, event highly successful, though still \$100 deficit on money made for the event.
 - Karen S. made enormous efforts to get participants.
 - **Junior/YR:**
 - Pizza/Movie night went well. Ideas for a youth clinic would be interesting, something affordable with a learning component. Photoshoots are another idea.
 - **Volunteer:**
 - **Western Dressage:**
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5. Old Business:

6. New Business:

- Providence will not be having a show this year. Stillwaters plans on two shows.
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7. Adjournment: 7:38 p.m.

Next Meeting Scheduled

- June 13, 2022, 6:30 p.m., via zoom

Respectfully submitted by: Mary Ellen Ducey