



NDA Board Meeting Minutes

April 14, 2014

Attendees

Board Members Present:

- Katie Miller, President
- Melissa Ward, Secretary
- Tish Gade-Jones, Treasurer
- Tillie Jones, Junior Representative
- Dara Liss
- Kathy Hanford
- Jane Fucinaro
- Laura Stueck

Board Members Absent:

- Briana Bartlett, Vice President

NDA Members Present:

- Jody Brott

Call to Order

President Katie Miller called the April meeting to order at Firespring in Lincoln at 7:09 pm.

Approval of March Minutes

The March 2014 NDA meeting minutes were reviewed. Jane motioned to approve the minutes. Kathy seconded. Motion carried. Minutes approved.

Officer Reports

President: No report.

Vice President: Briana was absent, but she sent a report ahead stating that she has booked Parker's Smokehouse in Ashland for November 1, 2014, for the year-end banquet.

Secretary: No report.

Treasurer: Tish reported that NDA issued a lot of checks this month because of activity in the promotional, educational, and equipment committees, especially regarding the International Omaha Horse Show booth; everything is on budget. NDA also received a lot of membership checks just prior to the Shaggy show with new memberships.

Tish also stated that the paperwork to change NDA's Agent of Record has not gone through. Tish and Katie will follow up with the Secretary of State and the previous Agent of Record.

The treasurer is still awaiting checks from 4H for the NDA recognition of the Shaggy Show; Tish will follow up with Mike Smith. Currently, there is \$12,938 in the main account, and \$8,396 in the show account.

Committee Reports

Membership: No report from Diana Spaulding. Melissa confirmed that NDA sent out a mass email to all 2012 and 2013 NDA members who had not yet renewed for 2014. The email invited them to renew online, resulting in at least 6 renewed memberships so far.

Competitions: No report from Mike Smith. Katie suggested NDA change the responsible party for receiving show recognition fees and applications. Instead of sending show recognition applications and payment to the Competitions committee, they will now go directly to the Treasurer, reducing the possibility of being lost in transit. The Treasurer will then work with Communications in order to advertise the show. The board agreed.

Awards: No report.

Communications: Melissa reported that MailChimp, a new email system for mass emails, has now been set up, tested, and implemented for NDA emails. Mass emails are now HTML formatted, mobile-friendly, contain metrics that can be analyzed for effectiveness, and strictly adhere to all federal CAN-SPAM laws. The NDA email list is segmented according to membership year or general interest to create targeted campaigns and increase deliverability. An email opt-in form has been added to the website and Facebook page, and non-members can now receive communications from NDA (excluding *The Contact*).

Melissa relayed a report from Carrie Cross stating that she would like to include a new feature in *The Contact*: a featured message from a different NDA board member in each issue, beginning in May. Additionally, she plans to focus on publishing more local accounts of shows and community events.

Publicity: No report.

Fundraising: Melissa relayed a report from Lisa Van Stratten stating that she is currently working on the show program, securing donations for the tack sale, and obtaining class sponsorships for the Cornhusker Classic. Lisa has sent sponsor information to the Competitions and Education committees to aid the announcers and volunteer trainees.

Equipment Management: No report.

Education: Melissa and Jane reported on the NDA booth presence at the International. The booth was an overall success, with the new equipment and displays providing a lot of interaction with attendees. Jane and Melissa spoke to hundreds of people, most of whom were not familiar with dressage and associated with other horse sports, or who were completely new to the horse world. There were over 100 entrants into the drawing for a free dressage lesson. All non-winners were sent an email thanking them and inviting them to join our mailing list.

The most requested information from attendees was a show schedule and/or information about local trainers. The HD videos of dressage events were a big draw to the booth, as were the giveaways, including coloring books, educational materials and the free dressage lesson. Future booths will have less initial expense (fixtures, equipment, etc) and should focus on providing take-home materials that will benefit the attendees.

The board suggested that we reprint the coloring books and consider selling them at shows and events. Melissa will follow up on getting them restocked in time for the Cornhusker Classic.

Jane stated that the volunteer training is on track for the Middle Cross Schooling show, and reminded the Board that the scholarship deadline is coming up on April 30. Jane has also been talking to Emily Johnson about doing a Western Dressage clinic in the future, as well as a seminar on loading tricky horses (possibly in conjunction with the Trailer Safety seminar that will be held by Jamie Carman later in the year).

Junior/YR: Tillie reported that she is still planning an educational "party" for the juniors at a time TBD. Jane proposed Middle Cross Stables as a possible venue and will follow up with Middle Cross management.

Old Business

Laura reported on last year's trip to the USDF Annual Convention. She stated that the trip was informative and educational, but seemed sorely lacking in representation from the Midwest and Nebraska in particular. Laura suggested sending two people this year instead of one, which the Board was enthusiastic about considering. The board encouraged Laura to brainstorm ways to increase involvement of the NDA membership and/or board members in this event, and will revisit the topic again next meeting.

Melissa reported that Patty Lavelle is still in the process of finalizing a clinician for the Nebraska Horse Expo, but preliminary cost estimates from front-runner Betsy Steiner indicate it might not be financially feasible to host an NDA-sponsored clinic outside of the Expo. The board will revisit the topic next meeting.

New Business

Melissa reported that boarders from Providence Farm mentioned Jami Kment has booked Debbie McDonald for a clinic in the fall. The board expressed interest in working together with Jamie to promote this event, and Laura said she will follow up with Jami to find out more information.

Jody Brott expressed interest in seeing more historical NDA anecdotes and trivia featured in *The Contact*. The board suggested Jody herself would be a good source for this information and advised her to approach Carrie Cross about penning a "Where are they now?" feature in the newsletter.

Jody also presented some information on an upcoming clinic with a Parelli professional who will be coming to town. She invited NDA to become involved, and Katie requested that Jody put together a proposal for the board to consider.

Next Meeting Scheduled

The next meeting will be May 12, 2014, 6:30 pm at FireWorks Restaurant.

Adjournment

Melissa moved to adjourn the meeting at 8:59 pm, Jane seconded. Motion carried. Meeting adjourned.

Respectfully submitted by:

Melissa Ward
NDA Secretary, 2014