



NDA Board Meeting Minutes
April 10, 2023, via Zoom

Attendees

Board Members Present:

Carrie Cross
Sheila Purdum
Linda Smith
Sara Loseke
Kathy Hanford
Tillie Jones
Margo Hamilton

Board Members Absent:

Karen Stricklett

NDA Members Present:

Tammy Grosskopf
Jennifer Rawlinson
Cece Holst

Call to Order

President Sheila Purdum called the April 2023 meeting to order via zoom to order at 6:34 pm.

Approval of Previous Meeting Minutes

The March 2023 NDA board meeting minutes were reviewed. Kathy Hanford moved to approve the minutes. Margo Hamilton seconded. Motion carried. Minutes approved.

Officer Reports

President: Good presence and interaction with the booth that was shared with UNL. Sheila saw several kids and adults that were interested in interacting with NDA. Kathy thought it went

really well.

Vice President: No report

Secretary: No Report

Treasurer: Main account has \$1,369.80 Competition account has \$13,150.62 No real changes in membership. There have been some issues with the membership emails going through to Angie as well as USDF getting the batches of membership. Jennifer asked if the funds that was transferred from the competition account to the main account to cover the liability insurance expense. Kathy asked about awards income from 2022, Sara explained that the report she as showing was actual through 3/31/22 which is where we are at this point in 2023. There is concern that the main account is low at this point. Sheila brought up the schooling show championships and the banquet both lost money in 2022. Jennifer also stated that the third thing that lost money was clinics that did not break even and end up costing us a lot of money. Jennifer stated we should make enough money at the Classic to cover the schooling show championship (SSC). The idea of the SSC was that it gave riders a taste of qualifying shows and a pre-regional show.

Linda thinks that the way things used to be done was that the main account and comp account were two separate accounts that didn't co-mingle that cash. We transferred \$2,000 from the comp acct to the main acct to make the liability insurance payment on January 9, 2023.

Sara shared her spreadsheet that she uses for the breakout of competition expenses and income.

Kathy H moved that we accept the T report, Margo H seconded. No discussion, all approved.

Committee Reports

Awards: Kathy has ribbons ordered for Classic and is working on getting trophies picked up and will be at Providence Farm to give a presentation on membership and awards. She will also be at Spring Fling for people to check membership and horse registrations. At the booth at the International there were a lot of kids that were interested in dressage.

Competitions: Sheila asked Mike to look into the budget of the SSC. We would like to see more barns participate and support the SSC. The consensus was to keep it at LEC. We had several riders from Kearney, Mountain Rose, and other towns other than Lincoln. Margo doesn't push her riders to show until they are ready and they want to show. Tillie should have a couple of students for the SSC. Tillie is pushing her students to go to schooling shows for practice before going to the rated shows.

The Comp committee discussed dropping the Coggins requirement for the SSC. Tillie would like to see us require vaccinations. Sheila stated that it is a management piece and educational opportunity. Discussed those who do not have Coggins to a separate area. Everything is in motion for the Classic at this time.

Kathy H is going to get with Sara on working with her on the Classic.

Education: Karen was absent but emailed the board with the idea of posting the area barns clinics and educational opportunities. Cece is planning on reaching out to area barns to see if she can get an ongoing list of clinic opportunities.

We agreed that we should be open to posting the clinics that barns host on the NDA website. Carrie will post on FB that the stress webinar is available for \$10 to watch the webinar. Jennifer had some ideas on what to do at the Classic for education opportunities.

Finance: Sara is preparing for the Classic but otherwise nothing to report other than what she spoke to in her treasurer's report.

Fundraising: Tillie & Cece sent out approx. 60 letters and 100 emails to people that have donated in the past that they have record of. They are planning another email campaign again this week. So far, they have raised \$500. 5 other people committed to sponsorship. They had 5 of each color hats to see at the international, they sold 1 of the navy hats at finals, pd 388.82 and if all sell, they will make 338 in profit. Not in the red at this point as they have received \$488. Kathy will add the hats to the table at Spring Fling.

The online store is not available at this time as the person that was going to do the store for us is not available. Cece found a pop-up store that is available for 1-2 weeks. Looking at \$10 per item on profit margin, shipping would be \$7 per item, unless you order more than 1 item. Items are made to order, and they have a lot of options. Sara asked about a fee to set up the pop-up store. Tillie and Cece have a conference set-up to discuss fees and shipping. Looking at going with Underground Printing. They will make a website for us with the apparel already shown on the items with colors and where the logo is.

Sara asked about sponsorship opportunities with the Classic. Jennifer will ask Anne Shusko about the opportunities with the Horse Show Office and the entry forms. Tillie will send the list of people that need contacted to the board and committee chairs.

Tillie asked if the pop-up would be enough or if we want to do a silent auction. We will be auctioning off the Shadbelly that we didn't get enough bids on at the banquet last year. We need to check with NE state to hold a raffle. We would need to file for a permit and pay tax. Sheila talked with the Purina rep and she can donate product.

Margo moved that we have a pop-up store at the Classic, Sara seconded. No discussion, all approved.

Membership: Angie is out at this time with broken ankles. We are hoping to get more memberships in the next couple of months with the upcoming shows. At this time we are showing 48 members.

Sheila has had a lot of people ask, "What do I get with my NDA membership?" Margo stated that this is not just an NDA issue. Sheila would like to have the discussion on raising fees later this summer to see where we are at.

Jennifer said that should/could ask our members to donate funds to NDA or ask their employers if they can sponsor NDA. Tillie said that a barn member has sent her membership form and check in but the check hasn't been cashed yet and it has been over a month. Angie has been answering emails and will hopefully be uploading a roster to USDF and the NDA Google Drive. Sara gets the PayPal payments and let's Angie know that she has received payment.

Sheila thinks we should be a little kinder in our communications to members when we accept forms and payments. If someone pays for membership and notate that they were registering a horse, we need to confirm with them that they forgot the horse payment. Sheila states that we should be confirming payments and membership forms.

Margo thinks that we have a change in expectations from our members. We spend so much time and effort on getting the information out about what the expectation is as far as what is required to get awards. We put information out in the newsletter, website, emails, etc. We are a non-profit organization that is made up of volunteers. Sheila is willing to send confirmation emails to new members each month.

Publicity: There is no update on getting into Instagram as no one seems to have the log-in information. Carrie reset the NDA Instagram password and sent that to the NDA board members via chat.

Equipment Management: No Report

Junior/YR: Looking at the by-laws it states that we can appoint a jr board member until an election can be had. The runner up was Claire Tucker at the banquet and annual meeting. Sheila will contact Claire Tucker and her Mom to see if she will be interested in being the NDA jr Board member. Cece is willing to help as co-chair of the jr committee. Everyone was in agreement on the suggestion of Cece Holst co-chairing.

Tillie moved to have Cece co-chair the jr committee. Linda seconded. No discussion. Motion passed.

Volunteer: Karin Nilsson is working on volunteers for the Classic

Western Dressage: No report.

Old Business

We discussed increasing the budget for publicity and the newsletter. Sheila spent \$140 for World Cup promotional items. A \$500 budget line may still cover publicity. We need to make a motion to cover the increase in cost of the newsletter.

We are planning on having 4 newsletters, one per quarter.

Margo moved that we increase our publicity and newsletter expense to \$1000 each for 2023. Tillie seconded. No further discussion. All approved.

Linda Smith is going to call Laura Stueck about the article for the remainder of the NDA scholarship payment from 2022.

New Business

No new business

Next Meeting Scheduled

The next meeting will be May 8, 2023, 6:30 pm in person. Location to be announced at a later date.

Adjournment

Sara moved to adjourn at 8:39 pm. Linda seconded. Meeting adjourned.

Respectfully submitted by:
Carrie Cross, NDA Secretary