



NDA Board Meeting Minutes

January 11, 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
- Shan Lawton, Member at large
- Sheila Purdum, Member at large
- Mary Ellen Ducey, Member at large

Board Members Absent:

- *(All board members present)*

NDA Members Present:

- Heidi Hemler
- Kimmie Petersen

Call to Order

President Carrie called the January 11 meeting to order via Zoom at 6:40 pm.

Approval of Previous Meeting Minutes

The November 2020 NDA meeting minutes were shared with the board at the conclusion of this meeting and will be motioned for digital approval.

On January 18, Kayla motioned to approve the November meeting minutes, which Lana seconded. The minutes were then approved.

Officer Reports

President:

The 2021 Omaha International Horse show has been cancelled, which negates the need for the NDA to organize a booth.

Our fundraising committee does not yet have a chairperson and the committee consists of only one person at this time. The president asked the board to please consider NDA members who may be interested in chairing this committee or otherwise assisting.

Vice President:

The board will need to discuss at its next meeting if we will plan for an in-person awards banquet for 2021. If the board decides to move forward with an in-person meeting, this venue will need to be reserved in the coming months. The board may also want to consider an in-person event held without food to promote safety. Sheila shared that if the banquet is done without alcohol, her church hall can be cheaply rented. Other suggestions for non-food based events include local arenas or farms.

Secretary:

Mel did not have anything to report.

Treasurer:

In brief: The NDA currently has some flexibility in its funds, although the organization is not “in the green” as we would like to be. A fiscally successful 2021 will hinge on fundraising, developing valuable opportunities which promote membership, and growing our western dressage base. Lana will bring an updated budget to the February meeting for the board to finalize.

As of the meeting, the NDA PayPal account had a balance of \$95.53, the main account held a balance of \$4,778.54 and the show account held a balance of \$11,303.49. Lana noted that these accounts do not include outstanding payments for officer’s insurance (\$1,407) and the annual USDF payment (\$178).

Lana shared a draft of the proposed 2021 budget. This overview aimed to closely mirror the proposed 2020 budget, with a few notable exceptions, outlined below.

In 2020, the board asked the juniors to fundraise to help with their expenses. In 2021, it was proposed that the board ask the juniors to instead break even on their costs (the same expectation for the western dressage committee).

2021’s budget will also differ from 2020’s for the awards. Awards are typically a high expense for the NDA, but, depending on how NDA decides to proceed with its 2021

awards and banquet, this could vary.

The 2021 competitions budget will also need to account for the new expense of a show manager, hired at \$300 a day. Given the unpredictable show schedule of 2021, at this time, the budget expects the competitions to break even, but not generate revenue for the NDA.

The board will discuss the current costs of the Contact Newsletter.

Although membership dropped a bit from 2019 to 2020, 2020's membership was fairly consistent with past years, so the 2021 budget will allocate for similar membership.

Lana also explained why show recognitions are part of the publicity budget as opposed to the competitions budget. This is because a previous competitions committee had voted to budget the \$125 recognition fee as part of the publicity budget, as the recognition largely comes into play in advertising for shows. Shelia motioned for a vote to move that budgeted item to the competitions line item. She also motioned for a vote that in the case that the first vote passes, the competitions committee be permitted to vote to raise the recognized show fee. It was also noted that if these motions pass, the publicity committee will not have a current source of income.

Funds had also been raised in honor of deceased local dressage figures, with the intent to use that money to kickstart the funding for a new arena. That fundraising was not completed in 2020 as planned, and the current board will vote in the February meeting as to keep the raised funds allocated for a new arena or to re-allocate them, perhaps to a scholarship for trainers, as suggested by Sheila.

In 2018, the NDA completed the first part of the L program, generating profit for the organization. At that time, those profits were set aside to be used to complete the L program, with the caveat that if this completion had not taken place by the end of 2020, those funds could be re-allocated for another education endeavor. Lana motioned that the board will vote on this during the February meeting. It was noted that there are currently no NDA members championing the completion of the L program.

Committee Reports

Membership:

Christine Walker reported 30 current NDA members. Typically, about half of our members renew at the banquet, which was not held in 2020, impacting 2021 membership. The board would like to plan an education event in early spring to help encourage membership.

In 2020, the NDA had 107 members, 17% of which were new to the organization.

Competitions:

The Competitions committee has begun discussing preparations for the Classic. Have judges, TD, and secretary locked in: Judges Jayne Ayers and Melissa Creswick, TD Joyce Hardesty, and Secretary Ann Sushko. The event center in Lincoln is currently ready to host the show, but

with the caveat that if the city of Lincoln or state of Nebraska updates their restrictions, this could change.

2020 was supposed to be the last year of holding a schooling show the Friday before the Classic, though with the show being cancelled in 2020, the board will need to decide if 2021 will be the last schooling show held in conjunction with the Classic.

The competitions committee has voted to move forward with Jennifer as the NDA show manager at the rate of \$300 a day.

Christine will begin reaching out to local venues to confirm their plans for schooling shows. She also plans to see if NDA is able to recover any lost funds from show deposits in 2020.

The competitions committee would like to host a virtual show series in 2021, with three shows. One of those should be hosted by the NDA and the other two by local barns. The board supports this decision, aiming for a better advertising and award planning.

Awards:

All awards for the Classic are paid for and ready to go.

Publicity:

Mary Ellen reports that the committee will have its first meeting on the 18th and will be able to share more info about who is responsible for what after that.

Carrie will help Mary Ellen send an email the week of January 11 about membership.

Michaela plans to continue publishing a quarterly newsletter, though with stricter deadlines. Michaela will deliver a plan for publish dates and content deadlines to the board ahead of the February meeting. She will also create a Google Doc outlining content plans for each newsletter and share that with the board for brainstorming and approval.

Fundraising:

Sheila suggested developing more personalized fundraising and sponsorship requests, reaching beyond a form letter.

2021 will have a renewed emphasis on fundraising and sharing communication with NDA members about sponsorship opportunities.

Equipment Management:

Committee has nothing to report.

Education:

Heidi shared the committee report.

Education committee would like to postpone the planned Dolly Hannon clinic until late summer or fall.

The committee also shared several exciting ideas for 2021 NDA education and member engagement, including: resume building and college applications for the young equestrian; ask the expert series featuring vets, farriers, trainers, etc.; trainer commentary on video submission of NDA riders; education corner of short videos about horse care, grooming, vet, etc.; dressage book club; and a show prep education event.

The committee will decide how each event will benefit members, attract new members, and further the NDA's mission.

Junior/YR:

Mia Newman would like to develop junior/young rider membership and complete some of the fundraising endeavors planned for 2020, including a trailer cleaning service.

In 2020, the NDA had 37 junior members, making up about a quarter of NDA membership.

The board also reviewed the current cost of a junior membership, which is \$35. This price was set during a dues increase a few years ago, done in response to rising USDF fees.

Volunteer:

No report from this committee.

Western Dressage:

Given the national western dressage recognition of the judges we have for the Classic, the western dressage committee would like to look into WDAA approval for a show held after the Classic, though this would have to be carefully done so as not to interfere with USEF regulations.

Sheila will help Kimmie kick off her chairperson duties.

Old Business

As this was the first meeting for this board, there was no old business to review.

New Business

Melissa Ward mentioned in late 2020 that the NDA needs someone to help with our member handbook. Stacey Nass is a graphic designer and a new NDA member who is happy to volunteer her services for this update, the board needs to figure out how to get her the needed info for this so it can be done by the end of May

Next Meeting Scheduled

The next meeting will be February 8, 2021, 6:30 pm via Zoom.

Adjournment

Lana moved to adjourn at 9:34 pm. Michaela seconded. Meeting adjourned.

Respectfully submitted by:

Mel Policicchio, NDA Secretary