



NDA Board Meeting Minutes

April 13, 2015

Attendees

Board Members Present:

- Melissa Ward, President
- Jane Fucinaro, Vice President
- Heidi Helmer, Secretary
- Kathy Hanford, Treasurer
- Dara Liss
- Gracia Huenefeld
- Emily Johnson
- Laureen Van Norman

Board Members Absent:

- Jenae Tilford, Junior Representative

NDA Members Present:

- Sheila Purdum
- Felice Rose

Call to Order

President Melissa Ward called the April meeting to order at Misty's Steakhouse (Havelock) in Lincoln at 6:42 pm.

Approval of Previous Meeting Minutes

The March 2015 NDA meeting minutes were reviewed. Kathy motioned to approve the minutes. Jane seconded. Motion carried. Minutes approved.

Officer Reports

President: Melissa reported that she had placed individual pictures of the NDA Board members on the NDA website, and wished to take a group photo at the conclusion of the meeting to place on the website.

Vice President: Jane reported that Parker's has been reserved for the Annual meeting and Banquet to be held on November 14, 2015. Input from the survey has been considered.

Secretary: No report.

Treasurer: Kathy reported that the balance in the general fund is \$13,482.89, and the show account balance \$2982.87. Jane made a motion to approve the Financial Report, Heidi seconded. Motion carried.

It was brought to the board's attention that Jane Fucinaro and Lauren VanNorman have been nominated to be on the Region 4 ballot for election as possible Region 4 Participating Member (PM) delegates for the 2015 USDF Annual Convention. Currently NDA has \$1800 budgeted for an NDA Group Member Organization (GMO) delegate to attend the Convention. Discussion ensued as to the possibility of NDA assisting in funding a Region 4 PM delegate (NDA member) to attend the USDF convention, should Jane or Lauren be elected in June. Kathy provided budgetary information as to NDA's ability to assist with funding, and \$3000 was suggested as reasonable. Heidi made a motion to approve an NDA budget change allotting \$3000 be budgeted for two representatives to attend the USDF Convention. Dara seconded. Motion carried.

Committee Reports

Membership: Melissa presented the Membership Report on behalf of Diana. There are currently 77 memberships with 90 total members. These numbers are reflective of memberships added and/or renewed during the Shaggy Show, but not the International.

Competitions: Melissa presented the Competitions Committee Report on behalf of Jennifer Rawlinson. Entries are now being accepted for the Cornhusker Classic I & II. Attendance will determine financial success. Qualifying scores can be obtained at this show. Opportunity classes will be offered during the recognized show. These opportunity classes do not require USDF/USEF membership. Both judges are sport horse certified. Most breeds and registries are providing special awards for high scores. Saturday morning Pony Card measuring will be offered, and the Classic is a partner show for the National Dressage Pony Cup.

Jennifer is recruiting a Volunteer Coordinator for the Cornhusker Classic.

Mike Smith is currently in the process of scheduling the date and venue for the 2016 Classic.

The NDA Schooling Show Championships will be held September 27 at the Lancaster Event Center.

Awards: Lauren presented the Awards Committee report. Awards for the Cornhusker Classic have been purchased.

Publicity: Melissa presented the Publicity Update. NDA made \$391 at the International from a combination of raffle tickets, coloring books, and memberships. The NDA booth was a huge success.

Melissa has updated the NDA website with board members' pictures. Membership forms have been redesigned.

Melissa also provided the Email blast performance since the March board meeting.

The April edition of the Contact should be available around April 23.

Fundraising: Gracia presented the Fundraising Committee update. NDA has a new corporate sponsor: Nebraska Hematology Oncology PC. Sponsorships have been updated.

Equipment Management: Heidi presented the Equipment Management report on behalf of Ken. The NDA arenas and equipment were placed in storage after the Shaggy Show.

Education: Heidi and Jane presented the Education Committee report. A May 9 Equine First Aid

event will be held at Hillcrest Animal Clinic with Dr. McInteer teaching. Angie will craft an informational piece for advertising.

The Trailing Clinic will be held in June at Middle Cross Stables. Date TBD.

Junior/YR: Melissa presented the Junior Report on behalf of Jenae. The first Junior event at Old Chicago had 17 attendees, and Jenae reported that it was a great time.

The sweatshirts were a huge success. Forty sweatshirts were purchased in bulk, and 36 have been sold.

Jenae is working on the menu for the Region 4 clinic breakfast.

Old Business

Melissa reported that Cynthia Johnson has agreed to be the NDA Historian.

On March 25, an email vote took place to approve an NDA sponsorship for the Shaggy Horse Show in the amount of \$100.

On April 8, an email vote was initiated to send two NDA representatives to attend the USDF 2015 Convention, and was approved at this meeting as stated above in the Treasurer Report.

New Business

Sheila Purdum and Felice Rose asked the board that NDA consider outreach to the local 4H clubs in Lincoln. Sheila suggested a "meet and greet" type of event at some of the equestrian facilities where NDA members would interact with 4H members, as an opportunity for English dressage and Western dressage to build relationships.

Sheila also suggested that NDA memberships be offered at a slightly discounted rate for 4H members, considering that 4H members are participating in local dressage schooling shows (i.e. the Middle Cross Show is a 4H sponsored show). The board discussed this suggestion, and decided to offer a 4H discount prior to the MiddleCross Show, to encourage participation in subsequent schooling shows that offer 4H classes. 4-H juniors will be offered a \$25 NDA membership (\$5 off the typical junior cost) during a special promotional period between April 15, 2015, and June 1, 2015. Motion was made by Gracia, seconded by Dara. Motion carried.

Sheila and Felice also suggested adding 4H specific classes to the Schooling Show Championships in order to encourage 4H members participation by providing a way for them to qualify for other 4H events. The board was receptive to this idea and advised Sheila to work with the Competitions Committee to develop this idea.

Sheila suggested it would be a good idea to have someone from NDA approach 4H clubs and advertise the benefits of NDA. Melissa asked Sheila if she wanted to be this ambassador and contact person. Sheila agreed to help.

Next Meeting Scheduled

The next meeting will be May 11, 2015, 6:30 pm at Misty's Steakhouse (Havelock) in Lincoln, NE.

Adjournment

Heidi moved to adjourn the meeting at 8:53 pm, Jane seconded. Motion carried. Meeting adjourned.

Respectfully submitted by:

Heidi Helmer
NDA Secretary, 2015