



NDA Board Meeting Minutes

February 10, 2014

Attendees

Board Members Present:

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

Board Members Absent:

- Laura Stueck

NDA Members Present:

- Heidi Helmer
- Mike Smith
- Mala Erickson

Call to Order

President Katie Miller called the February meeting to order at FireWorks Restaurant in Lincoln at 6:57 pm.

Approval of January Minutes

The January 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: No report.

Secretary: No report.

Treasurer: Tish reported that in January, NDA received \$800 fundraising income. We have about \$23,000 in the bank, and accounts are looking healthy.

2014 Budget: The revised 2014 budget includes an additional \$1000 allocated to Competitions to account for the Cornhusker Classic change in venue. Tish noted that she still plans to make the following adjustments:

- increase the Education budget from \$3000 to \$4000 to reflect expenses for the International Omaha booth presence;
- increase the Equipment budget from \$100 to \$300 to purchase a new TV/DVD combo for booths, and convert NDA VHS tapes to DVD.

Jane motioned to approve the 2014 budget with the above changes. Dara seconded. Motion carried. 2014 budget approved.

Committee Reports

Membership: Katie relayed a report from Diana Spaulding stating that membership in January increased from 40 to 47.

Competitions: Mike confirmed that the Cornhusker Classic is officially scheduled for May 30–June 1 with USDF, USEF, and Quail Run. As part of the process, we had to reapply for our Junior/YR rating, which was successful. The prize list has been updated with updated office and class fees. There will be no breed show at the Classic, but we have added para-equestrian classes. We have confirmed tent space for the competitor's banquet. The two scheduled "S" judges are Lisa Hyslop and Sandy Osborn. The scheduled Technical Delegate and schooling show judge is Megan McGee.

Mike asked the board for input on marketing the Cornhusker Classic and incentivizing non-local participants by offering prize money for top tier classes or freestyle combinations. Mike will research this, assemble ideas, and email the board for feedback before the March meeting, at which point the board will make a final decision on this matter.

Lincoln Equestrian Center has decided not to hold its schooling show this summer; it will be removed from the NDA calendar.

The Schooling Show Championships will be either the third or fourth weekend in September; booking at Lancaster Event Center pending.

The next Competitions Committee meeting will be March 1, 2014.

Awards: No report.

Communications: Katie announced that Carrie Cross has been secured as the new editor for *The Contact* newsletter. Carrie is working with existing editor Shaina Kennedy to produce the Mar/Apr issue.

Publicity: We have decided not to have any NDA presence at the No Bull, Just Horses Expo, and instead focus efforts on our presence at the International Omaha Horse Show.

Fundraising: Melissa relayed a report from Lisa Van Stratten stating that all committed sponsors have paid for their sponsorships, though additional sponsors are welcome throughout the year. Lisa will be ordering sponsor magnets shortly. All fundraising information updates have been passed along to Jonette (for updating the Member Handbook) and Amy (for updating the NDA website). Lisa will contact Jenny Johnson & Jane Fucinaro at The Dressage Foundation about joint fundraising throughout the year. On this subject, Jane announced that TDF is sponsoring a contest where whichever state raises the most money for TDF gets a free Michael Poulin clinic in that state.

The board reviewed a proposal from Sydney Ash for NDA to sponsor a Nebraska Humane Society "Friends of Horses" fundraising event. The proposal requests NDA donate \$250 of food & drink at Canvas & Cab in Omaha with proceeds going to the NHS. The board expressed concern about the program's credentials, whether it falls within NDA's mission, and alcohol being present at the event. After much debate, the Board advised against being a sponsor. NDA wants to encourage members to use NDA as a resource, rather than sponsor causes outside its mission. Katie will reach out to Sydney and suggest alternative ways she could use NDA as a platform to further her cause; suggestions include Sydney writing an article for *The Contact*, setting up a booth at an NDA show, and/or utilizing our social media platforms to spread her message. The board will revisit the issue at the March board meeting.

Equipment Management: No report from Ken. Melissa will update the booth audiovisual equipment as per the 2014 budget discussion above.

Education: Heidi reported on behalf of the Education Committee (consisting of Heidi Helmer, Sandie McConnell and Jane Fucinaro, with Melissa Ward heading a subcommittee for the International Omaha educational efforts). The Education Committee plans to host the following events in 2014:

- *Prepare for the Show Season*
 - Filling out show entries, understanding year-end awards, show organizations, etc.
 - Sunday, 3/16/14 - location TBA
- *First Aid for the Horse*
 - Dr. McInteer presenting, Sandie McConnell coordinating.
 - Late summer/early fall - location TBA
- *Practical Points for Trailering*
 - Jamie Carman presenting, Jane Fucinaro coordinating.
 - Date TBA - located at Middle Cross Stables
- *Symposium with David Marcus*
 - 8-10 clinic rides with Olympian David Marcus, Sandie and Heidi coordinating.
 - Date TBA (dependant on WEG qualifiers) - location TBA
 - Heidi is reaching out to Branched Oak to inquire about cost and availability.
 - This event is intended to be marketed regionally and to make a profit for NDA.
- *Volunteer Training Program*
 - Held in conjunction with Middle Cross Schooling Show, Jane Fucinaro coordinating.
 - Sunday, 5/4/14 - Middle Cross Stables
 - Participants will be trained on volunteer positions during "mock show" tests ridden by volunteers or invited riders.
 - The board agreed that participants in Volunteer Training will be granted volunteer hours toward NDA year-end awards.
- *International Omaha Horse Show presence*
 - Friday, 4/11 – Saturday, 4/12 - CenturyLink Center, Omaha

- NDA has been invited by International Omaha organizers to promote the education of the general public and the jumping community about the sport of dressage.
 - Secondly, the organizers want to foster the perception that Nebraska has a healthy contingent of both dressage and jumping enthusiasts to aid in their bid to host the 2017 World Cup in Dressage and Jumping.
- NDA will secure a booth and outfit it with many new materials created with this goal in mind, including printed materials, video presentation, equipment displays, raffles, and giveaways.
- Initially, the Education Committee decided against dressage demo riders for logistical reasons, but the Board recommended the committee reconsider and pursue this.
 - The committee will reach out to Sandra Reiber to further inquire about the feasibility of demo riders.

Junior/YR: Tillie confirmed that she will be hosting an educational talk for the Middle Cross/Esprit de Corps 4H group, which will include information on riding dressage, setting show goals, and earning awards. There will be a video presentation of Tillie's riding, and an opportunity for the kids to sign up for NDA. The audience is currently about 20 children, but the Board encouraged Tillie to reach out to other 4H groups in the area. Tillie will also present a similar talk at the March 16 *Prepare for the Show Season* event.

Tillie suggested designing and producing NDA polo shirts for schooling shows, and also suggested hosting a "fun event" at Still Waters after they are sufficiently rebuilt.

Old Business

None.

New Business

Melissa reported that she has been negotiating with Cornerstone Printing to possibly donate or discount NDA's printed materials for the year. She submitted an itemized list to Cornerstone including new materials for the booth, show programs, member handbooks, and more. Melissa will update the Board at the March meeting with Cornerstone's decision on subsidizing these materials.

Katie suggested moving the NDA monthly meetings to a different venue. Melissa confirmed that NDA has the opportunity to use a conference space at Firespring (in Lincoln) free of charge. The board agreed to hold the March meeting at Firespring; Melissa will reserve the room.

Next Meeting Scheduled

The next meeting will be March 10, 2014, 7:00 pm at Firespring (1201 Infinity Court, Lincoln, NE).

Adjournment

Jane moved to adjourn the meeting at 8:25 pm, Kathy seconded. Motion carried. Meeting adjourned.

Respectfully submitted by:

Melissa Ward
NDA Secretary, 2014