



NDA Board Meeting Minutes

June 9, 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

Board Members Absent:

- Briana Bartlett, Vice President
- Laura Stueck

NDA Members Present:

- none

Call to Order

President Katie Miller called the June meeting to order at Firespring in Lincoln at 7:21 pm.

Approval of Previous Meeting Minutes

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

Officer Reports

President: Katie thanked everyone involved in the Classic for putting on a great show under difficult circumstances.

She also mentioned that it is time to declare a USDF delegate before Aug 31 who will attend the year-end USDF meeting in Boston in December. The board discussed the possibility of paying to send more than one delegate to the meeting, but in light of the loss incurred from this year's Cornhusker Classic, the board agreed to postpone that option until next year.

Vice President: No report.

Secretary: No report.

Treasurer: Tish reported that the show account is currently \$9,600 but will drop to approximately \$3,000 after outstanding checks from the Cornhusker Classic. The main account is currently \$13,000 but will drop to 11,500 after scholarships are paid out to this year's recipients. Once this month's outstanding expenses have been cleared, the accounts will probably end up at a total loss of approximately \$5500. Firmer numbers will be presented at the next meeting.

Committee Reports

Membership: Katie relayed a report from Diana Spaulding that there are currently 97 total memberships—officially surpassing the total members from 2013.

Competitions: There will be a Cornhusker Classic debrief (and 2015 planning) meeting at Braeda (84th x Highway 2) this Thursday, June 12, at 6:15 pm. All NDA members welcome.

Awards: The board has decided to cease the practice of placing an asterisk next to the names of Qualified Riding Members in the annual handbook, due to insufficient records and impracticality year over year. This language will be removed from the handbook. Members who earn a Qualified Riding Certificate will still be published the year they earn their award.

Additionally, Katie will inquire to Mike Smith about adding another breed registry (RPSI) to the breed awards for the Cornhusker Classic.

Communications: Melissa reported on the success of the most recent email campaigns sent via MailChimp. Six email campaigns have been sent since the last board meeting, all with open rates consistently well above industry average. The EHV-1 Update had the highest open rate (58.3%) and the Cornhusker Classic Volunteer email had the highest click-through rate (17.8%). Total email list is 163 people and current 2014 member email list is 84 people.

Publicity: No report.

Fundraising: The tack sale at the Cornhusker Classic raised \$400 for The Dressage Foundation. Classic sponsorships raised \$475 for NDA. Melissa reported that the coloring books have been getting a great response from those who've seen them; Anne Sushko (show secretary for the Classic) suggested sending her a batch to sell at her future shows this summer, including Region 4 and Region 5 championships, and she will send back the proceeds for NDA. Melissa will coordinate with Anne to arrange this.

Equipment Management: No report.

Education: Jane reported that the Trailering Clinic (presented by Jamie Carman) has been officially scheduled for July 19 at Middle Cross Stables. Topics will include trailer safety, how to change a tire,

and more. A new NDA Educational Event flyer template will be utilized to advertise the clinic. Emily Johnson not be co-presenting during the clinic as initially discussed.

The David Marcus Symposium will take place October 18–19. First-choice venue is the new Hetra barn in Gretna, which will be available in exchange for ad space and the passing of a donation bucket at the clinic. Additional seating will be rented. Backup venue is Elkhorn Equestrian Center. The fee schedule has not been finalized, but 8-10 rides per day will be available to Open, Adult Amateur, and Jr/Young Riders. The application process for riders will begin in August and include a review committee comprised of select members the Education Committee and the NDA Board.

With so many educational events on the schedule for 2014, the Education Committee has decided to postpone the First Aid Clinic with Dr. Pat MacInteer until early 2015.

Junior/YR: Tillie confirmed that the polo shirts at the Classic were a success. There are two remaining shirts that might be sold or possibly donated at the end of the year. Six juniors helped assemble competitor bags before the Cornhusker Classic. Tillie is planning a junior party for Sunday, July 13.

Old Business

Tish has not heard back from Sydney Ash about changing the Agent of Record. She will follow up.

New Business

Katie confirmed that the board will sponsor the state 4H Championship Dressage Class for \$150 again this year. On May 30, the board conducted a vote via email in which Jane moved to sponsor the class, Kathy seconded, and there were none opposed. Motion carried.

Next Meeting Scheduled

The next meeting will be July 14, 2014, 7:00 pm at Firespring.

Adjournment

Melissa moved to adjourn the meeting at 8:26 pm, Dara seconded. Motion carried. Meeting adjourned.

Respectfully submitted by:

Melissa Ward
NDA Secretary, 2014