



NDA Board Meeting Minutes

June 14, 2021

Attendees

Board Members Present:

- *Carrie Cross, President (joined late)*
- Michaela Shieffer, Vice President
- Mel Policicchio, Secretary
- Mia Newman, Junior Representative
- Christine Walker, Member at large
- Mary Ellen Ducey, Member at large
- Shan Lawton, Member at large
- Sheila Purdum, Member at large

Board Members Absent:

- Lana Erickson, Treasurer

NDA Members Present:

- None

Call to Order

Vice President Michaela Shieffer called the June meeting to order via Zoom at 6:35 pm.

Approval of Previous Meeting Minutes

The May 2021 NDA meeting minutes were reviewed. Mary Ellen moved to approve the minutes. Christine seconded. Motion carried. Minutes approved.

Officer Reports

President: President Carrie Cross was absent from this meeting.

Vice President: We have secured the location and sent the deposit for our banquet on November 14. This will be fully refundable until 3 weeks before the event. Michaela and the venue representative chatted about the venue. As of now, based on the board poll results, we will be offering a boxed lunch with some light finger foods. Michaela will be visiting the space next month.

Michahela also shared that September/October is her busiest month for work and would like to get the auction items and centerpieces done ahead of that. She will start a Google Doc of auction item ideas.

Historically, this has been done as a silent auction. Mel will create a FB post asking for donations to the silent auction and Michaela will reach out to local barns. Christine suggested reaching out to some larger groups, such as SmartPak.

Secretary: Mel will be moving to Tennessee at the beginning of August. She is happy to remain acting secretary until the board begins meeting in person.

Treasurer: Lana was not in the meeting, but Christine shared the following balances on her behalf: Main \$8,691.33; Competition:\$23,307.29; PayPal \$520.64

Lana will be making a deposit to the show account tomorrow, which is accurately reflected in the budget spreadsheet.

Committee Reports

Membership: We currently have 134 members, with the Classic bringing in some more members.

Competitions: Christine is in the process of seeing how the cost of the Classic impacted our bottom line. As of now, we are looking at a profit of about \$1,220.59, which is subject to change pending final tallies. The bulk of the show remained the Training thru 4th level riders.

Those who attended the show were generally happy with the event, including the footing and facility. Some people would prefer the breed show to be held in the MPA arena, which could be done next year.

The competitions committee will be meeting soon to submit to USEF whether or not they would like to hold a rated show in 2022. The board and committee will also need to consider if we want to offer multiple judges and rings next year.

Shan has also spoken with Dan Urban about hosting the 2022 show at his venue, which traditionally does not host dressage shows, but hosts multiple large hunter/jumper shows. This may be an option if done as a co-hosted event. Dan will share a proposal with Shan to share with the board.

Christine will also send a survey to all competitors, with another survey going to all NDA members. Christine will also lead a meeting with former board members and long-time members to gather feedback and perspective.

Christine and team are looking for a judge for the schooling show championships, preferably someone who has not yet judged an NDA schooling show. They are currently finalizing the contract for that event. This will also be held at the Event Center.

Awards: There was a presentation of the Trophy at the Classic. Shelia took those to be engraved and will hand-deliver them to the award winners. This will come to around \$150. We bought the ribbons for the 2020 Classic but did not use them, so those were recycled for this year.

Shelia is looking for a sponsor for the Corn Husker Classic Silver Cup, which is nearly full. When this trophy retires, the board will need to decide where it will live. This may be able to live at USDF or The Dressage Foundation, Christine will speak with her contacts to learn more.

Publicity: Mel and Carrie continue to create Facebook posts and emails to keep members engaged and updated.

Shan has suggested updating the website to streamline content. He had trouble giving money to NDA because the payment can be a bit disorganized. Christine has noticed this with the membership chair because payment is separate from the form. Mary Ellen will review the site content and develop suggestions for the board to review. Carla has also suggested switching to another hosting platform, as she has some frustrations with Wix. The board will also begin constructing a checklist and updating

guide for the website.

Michaela will investigate what we need to do in order to submit our website for award consideration.

The newsletter was sent to members ahead of the Classic. Michaela will work with the show photographer to get photos for the next newsletter.

Mel will create a FB post asking folks if they would like a NDA volunteer shirt from either 2019 or 2021. Carrie will send photos to Mel for the Facebook post.

We will also want a Facebook post about Kathy H. running for region 4 delegate, as well as one regarding the scholarship applications. Mel and Shan volunteered to help Carrie review scholarship applications.

Fundraising: Michaela believes all is going well with the sponsors. She has been looking for more sponsors for the banquet, they have not grown in number since the last meeting.

Equipment Management: We still need to get the trailer serviced and will reimburse Ken once that is done.

The dressage arena letters are supposed to have a marker in front of them, he is also looking for this to fit over the dressage railing. The TD has not been pleased with the tape method we have historically used.

Education: The NDA received a grant from the Dressage Foundation to cover the cost of the Dolly Hannon clinic.

Junior/YR: We have not sold enough tanks or joggers to screen print. We can either refund those people who have ordered some, have them printed and pay the difference, or update the items to be embroidered. We would need to contact those who purchased them to see if they would be interested in embroidery. We do not know what the cost would be to buy the joggers and tanks. Lana tried to extend the store, Mia is not sure if that was successful. A lesson learned is that we need better promotion at the show, which is difficult when there are limited volunteers. Christine noticed that many competitors are interested in buying the shirts we had given away to volunteers.

No one attended the college readiness event. The next one will be July 12 and we will want more promotion for it. Michaela will design a social graphic and share with Mel.

Volunteer: No report, but the board noted that Diane did a wonderful job with volunteers at the Classic. We ended up with solid coverage, despite needing a handful more volunteers.

Western Dressage: No report.

Old Business

The board did not have any old business to address.

New Business

There is a mismatch between NDA rules and WDAA rules regarding a rider's use of a helmet for western dressage. Christine will write something up to be submitted for the next board meeting to vote on.

At the next meeting, we will review the possibility of sending Kathy to the USDF convention in December. This is budgeted.

Next Meeting Scheduled

The next meeting will be Monday, July 11 at 6:30 via Zoom.

Adjournment

Chrisine moved to adjourn at 8:00 pm. Michaela seconded. Meeting adjourned.

Respectfully submitted by: Mel Policicchio, NDA Secretary