



# NDA Board Meeting Minutes

May 12, 2014

## Attendees

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### Board Members Present:

- Katie Miller, President
- Briana Bartlett, Vice President
- Melissa Ward, Secretary
- Kathy Hanford
- Jane Fucinaro
- Laura Stueck

### Board Members Absent:

- Tish Gade-Jones, Treasurer
- Tillie Jones, Junior Representative
- Dara Liss

### NDA Members Present:

- Mike Smith
- Jennifer Rawlinson

## Call to Order

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President Katie Miller called the May meeting to order at Firespring in Lincoln at 6:48 pm.

## Approval of April Minutes

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The April 2014 NDA meeting minutes were reviewed. Kathy motioned to approve the minutes. Laura seconded. Motion carried. Minutes approved.

## Approval of Last Meeting Minutes

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The May 7 NDA special meeting minutes were reviewed. Briana motioned to approve the minutes. Jane seconded. Motion carried. Minutes approved.

## Officer Reports

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**President:** Katie relayed feedback she has received from members regarding the venue change for the Cornhusker Classic. Members provided both positive and negative feedback. Among the negative feedback were complaints about the facility, concern about EHV-1, and questions about the planning that led to the last-minute change. Some members requested the board reconsider the decision, some members stated they would not be attending, and some members supported the decision. Katie has responded to each individual's concerns, and the board agreed to send a communication to the membership regarding Lancaster Event Center's response to the EHV-1 outbreak.

**Vice President:** No report.

**Secretary:** No report.

**Treasurer:** Tish was not present at the meeting but sent the financial report ahead, stating that NDA has \$22,000 in cash but will be paying out \$1,500 in scholarships this month, in addition to a check for USDF for the \$600 in memberships that NDA received last month. There are also some remaining expenses for the Cornhusker Classic that will be entered in May.

## Committee Reports

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**Membership:** No report from Diana Spaulding. Melissa reported that MailChimp contains 82 member email addresses for 2014.

**Competitions:** Mike Smith updated the board on the Cornhusker Classic on behalf of the Competitions Committee. Volunteers may begin setup in the Amy Countryman Arena Wednesday night. Horses and riders may begin arriving Thursday. The Friday schooling show participants will both stable and show in Amy's; there will be 32 stalls (including tack stalls) for this purpose. Saturday, Amy's will be the only show arena while Pavillion 3 will be warmup. There will be 65 additional stalls in Pavillion 3. Since the judges need to leave Lincoln by 3:30 pm, the Sunday show will be shorter. As such, there will be two show arenas: Amy's and Pavillion 3. Warmup will be in Pavillion 2.

Some fee increases from Lancaster Event Center have impacted NDA this year due to the change in management at the Event Center. The fee structure has not actually changed, but NDA had been undercharged in the past. Possible opportunities to save money include:

- a smaller (or canceled) competitor party; and
- not renting Pavillion 2 on Sunday for a warmup ring (only possible if there are few enough show entries to have only one show ring).

The board decided to investigate the possibility of renting a smaller room for the competitor party, and will make a decision about Pavillion 2 once entries are final.

The Cornhusker Classic prize list has been updated on the NDA website, and will be filed with USDF on May 13. A communication will be sent this week regarding the EHV-1 virus.

The board discussed possible dates for the Schooling Show Championships, including the weekends of 9/13, 9/27, and 10/18. To avoid scheduling too close to the Regional Championships and the year-end banquet, the board decided on 9/27. Mike will book the weekend at Lancaster Event Center.

**Awards:** No report.

**Communications:** Melissa updated the board on the performance of emails sent in the last month via MailChimp. NDA averages one email per week, with excellent open and click-through rates. The May/June issue of *The Contact* did especially well, with a 70% open rate and a 40% click-through rate. The NDA email list is currently 163 people.

**Publicity:** No report.

**Fundraising:** The Cornhusker Classic is still in need of class sponsors, and additional communications will be made on Facebook. Melissa will order a batch of 200 NDA coloring books for \$285.25, which can be sold at the Cornhusker Classic and other events. She will contact Tish to inquire about obtaining a sales tax permit.

**Equipment Management:** No report.

**Education:** Jane reviewed the candidates for this year's NDA scholarships for professionals, adult amateurs, and juniors. The board discussed each candidate and decided to award the junior scholarship to Chloe Brinson, the professional scholarship to Angie McClelland and the adult amateur scholarship to Laureen Van Norman. Next year, changes to the rules will be made to include the caveat that it must be used for educational (not competitive) purposes, and also that board members may not apply.

Jane reported that Volunteer Training at the Middle Cross Schooling Show went well. A lot of people showed interest in scribing. Those who participated in the free rides under the judge got lots of feedback after each ride. Jane will be posting reference materials from the event on the website. The next Education Committee meeting will be May 19 or 20.

Melissa reported that Patty Lavelle confirmed Betsy Steiner is booked for the NE Horse Expo. Patty has submitted a grant application to TDF to help offset the cost of a local clinic, but as of right now, we are not planning to have the clinic.

**Junior/YR:** Tillie was not present, but sent ahead a sample of the t-shirt she is creating to be available for sale for Jr/YR and adults. She will then advertise the shirts, order them, and have them available in time for check-in at the Cornhusker Classic Schooling Show.

## Old Business

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None.

## New Business

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None.

## **Next Meeting Scheduled**

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The next meeting will be June 9, 2014, 7:00 pm at Firespring.

## **Adjournment**

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Melissa moved to adjourn the meeting at 8:31 pm, Jane seconded. Motion carried. Meeting adjourned.

Respectfully submitted by:

Melissa Ward  
NDA Secretary, 2014