

**New England Dressage Association
Board of Directors
Summary of Meeting
May 19, 2010**

Participating in person: PCormier, Hstone, DCarr-Kirk, KMcHugh, JSheehan, SDavenport, APrenosil, PLeBlanc, LMendenhall, BJenkins, KO'Connor, LJohnson, AYama, SMcKeown, DCameron

Participating via conference call: KHickerson and ADane (joined at 7:50)

Secretary's Report

It was **VOTED** to approve the minutes for the April meeting as submitted. The board determined that the summary of the April meeting should be posted on the website.

Financial Report and Treasurer's Report

Prior to the meeting, Kathy McHugh circulated an investment performance chart showing the performance of NEDA's investments, including comparisons to the S&P 500, through April 30th. Prior to the meeting, Carol Gordon circulated the May financials.

*At the meeting, Paul Cormier reminded the board members to check their sections of the financials that Carol Gordon and Kathy McHugh circulate prior to the meeting. Kathy McHugh reminded everyone to submit a written document for all expenses, and that all contracts should be sent to Heather Stone as Secretary to be kept with the NEDA records. Also, Kathy noted that the monthly To Do list will have a list of anyone who owes NEDA money for more than four months. Anyone on that list should not be allowed to participate in NEDA events without clearing up their outstanding balance. After discussion, it was **VOTED** to accept the financial report and the treasurer's report.*

Audit Committee

Heather Stone reported that the audit committee will have a call with the auditors before the next board meeting to discuss the audit.

President's Report

Paul initiated a discussion about the USDF Annual Meeting delegates. For planning purposes, NEDA will probably have 8 delegates. Several board members expressed interest in attending.

Paul informed the board that NEDA's affiliate membership to the USDF has been approved and that NEDA will be receiving an official notification in due course.

Paul informed the board that Megan Davis asked to use five NEDA judges boxes for the Dressage for Kids show in July. Kathy and Paul will discuss an appropriate arrangement with D4K.

Beth and Paul will be going to Marshfield to renegotiate NEDA's contract for the Marshfield Fair Grounds for the Spring Show. There will probably be an addition for the new sound system.

FEI Proposal

Debbie Carr-Kirk led a discussion of the FEI proposal (allowing NEDA to publish the tests and to provide links to FEI's website and content). Several board members asked Deb to ask the FEI if there is another group that has an FEI link on their website that NEDA can review. After discussion, the board determined that a committee should look at the agreement and finalize it, focusing primarily on getting permission to reprint the test movements and take out the rest of the provisions of the contract dealing with the website links, etc. Several board members questioned why the USEF and the USDF are not negotiating a global agreement on every GMO's behalf.

Event Program Advertising Plan

Several board members suggested that the sponsorship forms should be adjusted to include sponsorship opportunities for the Spring Show. Phyllis LeBlanc will head up a committee to put together a proposal to consolidate/simplify the sponsorship forms and report back to the board at a future meeting.

Event Calendars

Kathy Hickerson led a discussion of the "calendar(s)" that appear on the NEDA website, and what is included on the calendars and what isn't included. From a sporthorse perspective, Kathy wants to include as much on the calendar related to regional sporthorse activities as possible. The board agreed that NEDA should have a policy (which may be different for different areas) regarding inclusion/exclusion of events in the various calendars and post it on the website. This will allow people to understand what can be included in the calendars, and who to contact for questions. The board agreed on a consensus basis that private facilities that want to advertise an event on the NEDA calendars on the NEDA website should be members of NEDA.

Several board members pointed out that, because NEDA events are included on a separate calendar, NEDA events were not included on the regional calendar. The board suggested adding the NEDA events to the regional calendar with some special color, or bolding, to highlight them.

Linda Mendenhall reminded the board that the Education Committee is working on guidelines that may be useful as a reference for the Sporthorse Committee. Kathy Hickerson agreed to develop a draft sporthorse calendar policy that the board could review at a future meeting. In the meantime, the board felt that Kathy should post whatever sporthorse events she wants on the website (as long as private organizations that have postings are members).

Finally, the board determined that the name of the "Non-NEDA Calendar" should be changed to "Regional Calendar", the NEDA events should be added to the Regional Calendar (in a different color or bold, to highlight them), and that the "Other Shows" title should be changed to "Spring Show".

Dispute Resolution Policy

The board discussed the draft dispute resolution policy that was circulated to the board prior to the March meeting. Donna Cameron confirmed that she had reviewed the draft policy as requested by the board and, subject to one suggestion, approved it. After discussion, the board **VOTED** to approve the dispute resolution policy and record it in a standing rules amendment (as a replacement of the current email policy) that Heather Stone will draft for approval by the Board at the June meeting.

Coordinator Reports

Technology –

Alison Yama reported that she met with the finance committee to discuss need for a cheaper solution for processing credit cards.

April Web Report:

1. Page views: 192,154 Down from about 270k page views the month before
2. Forum and Spring Symposium were top pages on NEDA
3. Facebook (Main): 204 friends
4. Facebook (Ed): 322 friends

Alison updated the board on the Google group for the board, including the fact that it will be rolled out soon. Alison also updated the board on organization management software that is available in the marketplace and could be cheaper for NEDA. With such software, NEDA could track things like education hours, volunteer hours., etc. Alison agreed to interview each committee head to see what their technology needs/wants are so that she can then research appropriate software offerings and make a recommendation to the board at a future meeting. A goal will be to have new technology in place by the time of the 2012 membership drive.

A discussion ensued about the fillable forms, and the email submission option with credit card information. Does this option conflict with NEDA's privacy policy? The fillable forms should be fine as long as the recipient treats the credit card information in accordance with the privacy policy.

Competitions –

Beth Jenkins reported that Fall Festival remains quiet. Show Databases, schedule, and Fox Village are primed and ready to go. Volunteer database is also up and running. New Scratch Add, stabling forms, meal tickets are printed.

Beth informed that board that she is leaning toward using Constant Contact to publicize various Fall Show sponsorship opportunities rather than printing the flyer and mailing it, to save on printing and mailing costs.

Beth heard very positive feedback from Schooling Show competitors who had a good time in Tewksbury.

Beth has been working on new, fillable forms for the website.

Paul Cormier reported that what happened at the SPRING SHOW was we had to beautiful days of sunshine with a slight breeze on Saturday. The show ran from 8:00 AM on Saturday until 5:00 PM and 8:00 AM on Sunday until 3:00 PM.

We had 180 horses competing and the show was a great success thanks to the nearly 60 volunteers who assisted in making the show run as smooth as silk. Special thanks to heritage Dressage Association for the loan of their 2 solid dressage arenas and the Lenny La Forrest and the staff for Marshfield Fair for providing a great facility to host a horse show. The show will be a financial success. Additional income was generated by our push to increase Ad sale and class sponsorships. Ad income was sufficient to cover the cost of printing the show program and sponsorship will cover about half the cost of ribbons.

Sue McKeown the a fantastic job as usual as Show Secretary with assistance from Kariel Swanfeldt and Head Scorer. Judges thought the show was one of the best run show around and all are willing to come back. Lois Yukins get special praise for acting as chauffeur for our judges who flew in from NY & NJ. Lois was kind enough to pick them up and drop the off at Logan and entertain them on Friday evening.

Sport Horse –

Kathy Hickerson reported that the Sporthorse flyer is printed and should be mailing out soon.

Over 60 people attended the in hand clinic. Sally Davenport did a super job. Thanks to Bobby Murray and Lyn Spinella/Brookside Equestrian Center for their donations.

Sponsorship –

Things are going well.

Membership –

Deb Carr-Kirk reported that things are starting to slow down in the membership department though in the past month NEDA has registered 102 members with USDF. Next focus for membership will be to prepare the materials for the 2011 renewal process.

I have been in touch with Cathy Zematis regarding The CADI and The Bear Spot Foundation's Freestyle event, including swapping banner space and advertising space.

Education –

The Sport Horse Handling Clinic was a bigger than expected success. There were 50 auditors there, including a lot of walk-ins, and the clinic made a small profit. The clinician and the facility were both great. Linda reported on the Spring Symposium. Most of the volunteers already signed up to volunteer for next year as well. Linda and Alison will work on a job description for a rider liaison, so that someone can be found for next year who understands what the job entails. The Symposium made money this year!!! The silent auction made a lot of money, and people came up to Linda at the Symposium volunteering items for future auctions. Jennifer is speaking with Shannon & Steffen and working on the format. Nancy Terry reported that Flextime was about \$1,400 more profitable this year than in 2009.

Publicity –

Sally wrote an article about the Spring Show for the TIP.

New and Old Business

None