

**New England Dressage Association
Board of Directors
Summary of Meeting
June 16, 2010**

Participating in person: PCormier, Bjenkins, KMcHugh, SStorbeck, JSheehan, KSwanfeldt, SMcKeown, KO'Connor, JDillon, PLeblanc, DHolston, APrenosil, AYama, ADane, LJohnson, HStone, SEdelen (joined at 7 PM)

Participating via conference call: DCarr-Kirk; DCameron (joined at 7:20 PM); SDavenport (joined at 8:15 PM)

Participating at the invitation of the board by phone: TPaparella

Secretary's Report

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

Standing Rules

It was **VOTED** to approve the standing rules in the form submitted to the board prior to the meeting, with the changes suggested at the meeting.

Ombudsman

The board discussed the position of initial Ombudsman required under the newly approved Dispute Resolution Policy. After discussion, it was agreed that Paul Cormier would approach a couple of people to see if they have time and interest to become the initial Ombudsman. After those discussions, Paul will report back to the board in August.

Financial Report and Treasurer's Report

Prior to the meeting, Carol Gordon circulated the financials, and Kathy McHugh circulated information on the investment performance of NEDA's accounts. At the meeting, the board conducted a mid-year mini-budget meeting to be sure that expenses and revenues are on track vis-a-vis the budget we approved for 2010. At the meeting, Kathy reported that the 2009 audit and tax filings are done. There were no issues. The audit committee has met with the auditor. After discussion, it was **VOTED** to approve the Form 990. The Audit Committee will approve it separately before it is filed. After discussion, it was **VOTED** to accept the financial report and the treasurer's report.

President's Report

At the meeting, Paul Cormier reminded everyone that they should check their email lists to make sure that all the current board members (and only the current board members) and, as appropriate, non-board members, are getting board emails. Also, Deb Carr-Kirk will update the list of board member in the TIP. Tammy will update the board list on the website. Paul reminded all board members to make sure that they get receipts for all expenses and send them to Carol promptly.

Budget

Kathy McHugh led the board in a mid year review of the budget. Most events are pretty much on budget at this point in the year, but some things are not on budget so Kathy reminded the board members that they should continue to be as frugal as possible and watch all expenses.

Moria Sheets

On the board members brought up that a request had come in from Leslie Brown of Moria Sheets. Leslie is no longer doing the sheets, and wanted to know if NEDA wanted to buy her inventory for awards or for some other purpose. After discussion, the board determined that NEDA has no need for additional awards and no mechanism for handling the sheets.

Competition Refund Policy

The board discussed NEDA's policy on horse show fee refunds. After discussion, the board decided that there will be no refunds of less than \$15 unless specifically requested by the person at the horse show. If the person does not ask for a refund, the money will be used to support NEDA's year end award programs.

L Program

At the meeting, Sally walked the board through the proposal for the L program. After discussion, the board voted that NEDA should go forward with the program. Cutler agreed to waive its facility fee if there were no profits, and will receive an in-kind sponsorship in an equal amount in that event.

Coordinator Reports

Technology –

Alison Yama reported the following:

- 1) I don't have an update on the membership software project - will have project plan, decision points needed for next meeting.
- 2) Paul's interview with Dressage Radio is up on homepage
- 3) Links to Facebook pages are up on appropriate pages on site
- 4) Sporthorse calendar items added to NEDA calendar. NEDA calendar items will be added to Regional calendar shortly.
- 5) Magazine promotion is up on homepage and on Facebook

Facebook stats:

NEDA:
316 members

NEDA Education:
359 members

May Web Stats:

- 223,013 page views

- Our home page gets 36% of traffic, followed by our bulletin board. The average viewer goes to about 4-5 pages - but most of the pages are bulletin board pages.

Alison suggested doing a Constant Contact survey (to members and non-members) to find out how and why they use the website, what information they look for there, what information they access there, etc. Alison had looked at the website usage and discovered that most people went to the home page and then to the bulletin boards. Jen Dillon suggested that simple instructions should be added to the bulletin board page (how to log on, how to use the features, etc.).

Competitions –

Beth Jenkins reported that the Fall Show is humming along. All ahead of schedule. Instead of spending money to print and mail the Fall Show flyers, we are using Constant Contact emails to attract vendors, program advertising, VIP seating etc. Beth updated the board on the sound equipment and announcer for the fall show. As for the rest of Competitions, Beth reported that Sue and Paul have the Spring Show well in hand, and Diana is working on the August Schooling Show.

Sport Horse –

Kathy Hickerson reported that the first breed show of the season was held last weekend at Ten Broeck Farm in Pepperell. It went very well with good attendance. It was a double header show which people really like as they can get two qualifying scores. Full results of the show are up at www.centerlineevents.com. The judge Jos Sverins commented on the quality of the breeding in this area being the top in the country. He was very positive about NEDA and all we do. We also talked to Jos about doing a possible "Develop your eye" clinic which he has been doing after breed shows. We might do that next year.

The clinic following Monday with Christian Schacht, DVM from Germany was lightly attended but very good. It was titled how to start young horses under saddle, but it was mostly riding lessons with comments on how the conformation affects what you have to work on in your training. I could only stop in for a short time, but the people there were quite impressed with his knowledge. He was very nice to work with and very good as a clinician. He would like to do a clinic with a ride, video, ride which could be really fun.

We have our printed NEDA Sporthorse flyers and they look very good. Started distributing and mailing them around to people to put in tack shops, shows, etc.

Martyna Echilczuk is gathering all the inspection information from all the registries that have inspections in our region so we can list on the website again. These are great places to go see horses and learn and it is free for people to attend.

Sponsorship –

Phyllis Leblanc reported that sponsorship continues to try to corral all of the benefits and be sure that we communicate to all the parties involved. We very much appreciate the support, help and advice from all of the event and publication managers in making sure that sponsors receive the benefits that we promise. We received some nice press through Draper Therapies announcing their sponsorship of NEDA. I've attached the article to my email of this report. This benefits both organizations and is something we might want to encourage others to do. We might even enlist someone on the board to write a draft press release that we could provide to new sponsors.

The next big push is to work with the Fall Show team to maximize our sponsorship income from the Fall Show. Beth has drafted a Constant Contact email to go to potential sponsors and patrons. We will work with her to follow up after the email and try to get as much income as possible from this event. If you'd like to sign up to sponsor a class, it is not too early!

Membership –

Deb Carr-Kirk reported on possible membership promotions and creating flyers for events to promote NEDA memberships. Deb also reported on possible volunteer gifts for the fall festival.

Education –

Angela Prenosil that she emailed Kyra Kirkland about becoming a clinician for Fall 2011. No response yet. She also emailed Catherine Haddad about the same symposium – no response yet.

Jen Dillon reported that she continues to work on a "schedule" of Constant Contact emails so we can more consistently send information to our email lists. Below are some current statistics based upon the May 23rd membership list and our Constant Contact email lists as of May 24th.

Out of our entire membership (1,752), 1,654 members want email and only 98 said they did not want ANY email from NEDA.

Education list from membership - 748 no; 907 yes.

Sport Horse list from membership – 1,297 no; 358 yes.

Volunteer Opportunities from membership – 1,290 no; 365 yes.

From Constant Contact, which includes both non-members, current members, and non-renewed members.

General Subscriber – 2,990

Education – 2,180

Sponsors, Partners & Advertising Opps – 153

Sport Horse & Breeding – 2,260

Volunteer Opportunities – 582

USDF IMO's (built manually by Jen Fall 2009) – 51

Pony Club (built manually by Jen Fall 2009 but available to join publicly) – 122

USDF Certified Instructors – 16

2010 Membership – 1,427 (this number is smaller than what's listed above because 227 members have either provided us with the wrong or no email address or had previously removed themselves from our list).

Competitions – 39

There should be/have been an article in the May/June Tip (I wrote this portion of my report before seeing the issue) explaining email and how to sign up for the email announcements. I think this is something we should run 3x per year and maybe post somewhere on the website. We need to continue to encourage members and also reach non-members to sign up for the information they want to receive.

As of today (June 14th) we have 3,006 active contacts on our email lists!

Fall Symposium Update - July Tip will have brief synopsis of format and demo rider application. We're going to go back to a "up the levels" format with Steffen focusing on the horses and how to improve quality of gaits and movements in the tests, and Shannon will focus on explaining how the rider gives the aids for the movements. We will be inviting some of the riders Steffen has been working with in the Developing Rider Series as he feels more comfortable working at the FEI levels with at least some riders and horses he knows. Hopefully we'll also find some additional talent to introduce him to. And, if possible, at the lower levels, we will try for a mix of amateurs and professionals on young/learning horses. We're working on auditing pricing now. Also will offer online registration (checking with Finance Committee about getting approval to open a NEDA PayPal account which is required for the online platform).

Also considering if we will not mail tickets and ask auditors to pick up packets at the registration desk. This will save us \$\$ but will increase number of volunteers needed for registration. And I'd like to ask board members who will be attending the symposium if they'd make themselves available to mingle throughout the registration line to greet auditors in an effort to be more visibly available to the rank and file.

VIP section will also be kept. We have some VIP tickets that are being donated to silent auctions/raffles like CADI.

Publicity –

Tracie Richardson reported 2009 advertising of \$1,569.31 (\$405 of 2010 was collected in `09). 2010 advertising budgeted income \$2,100 - collected and outstanding payments are currently at \$4,345.37! May/June TIP should hit mailboxes this week. July TIP was sent to layout today. I am waiting for a Pres. Report and a picture of the Peters for this issue, please get them to me asap. I will send this issue to Beth J and Jen to edit since it will have a lot of their info. in there...this issue needs to be turned around quickly!!! August TIP deadline is July 5th. It would be nice to have something from the breed people!"

Scholarships

No report.

New and Old Business

Diane Holston and Kate O'Connor suggested a 50/50 raffle at the Fall Show to raise money for the Fall Weekend and banquet. 50% of the raffle goes to NEDA, and the rest to the winner. A new raffle each day for 5 days. Diane and Kate will look into it and report back to the board at a future meeting.