

**New England Dressage Association
Board of Directors
Summary of Meeting
September 21, 2011**

Participating in person: KMcHugh, DCarr-Kirk, PCormier, JDillon, PLeblanc, KHickerson, LMendenhall, ADane, BJenkins, DHolston, HStone, SDavenport, JSheehan, GBrockway

Participating via conference call: SMcKeown, APrenosil, SStorbeck

Secretary's Report

It was **VOTED** to approve the minutes for the June meeting as well as the August meeting (with changes discussed at the meeting). The board asked Heather Stone to prepare a summary of the June and August meetings for posting on the website.

Financial Report and Treasurer's Report

Sue McKeown circulated the September investment performance report prior to the meeting.

Paul asked that the storage charge be moved to a NEDA credit card. Deb Carr-Kirk and Sue McKeown agreed to take care of it.

After discussion, it was **VOTED** to accept the financial report and the treasurer's report.

President's Report

Kathy thanked everyone for all of the outreach that happened at the Fall Show to help those people and horses in Vermont who were suffering after the hurricane.

Fall Symposium Update

Jen updated the board on the Fall Symposium. Lovelane is going to come to do a presentation after lunch as part of outreach. Jen will check with Fern Feldman to see if she wants to do the Region 8 meeting at lunch again. So that will cover both lunches (along with the NEDA annual meeting). Jen said that they are going to look into moving the fall symposium to the fairgrounds in the future. More parking (so no buses), no need to rent seating, it is heated, etc.

Carole MacDonald

There was a discussion about an enquiry from Carole MacDonald as to the possibility that NEDA would purchase a lens for a new camera she wishes to upgrade to. The board wanted to see if the education committee's budget would allow this purchase, as the upgrade is to compensate for the dim lighting at the symposia. After extension discussion, the board **VOTED** to purchase a new lens.

Renewal of Dressage Clinic Contract

Phyllis updated the board on discussions with Andreas about renewing his sponsorship. He asked to change the terms of his sponsorship outside of the normal terms for a sponsorship of equivalent size. After discussion the board determined that DressageClinic should not have upgraded terms beyond the level of their sponsorship.

Fall Festival Wrap-Up

Kathy thanked Beth and Deb and their staff for the great job that all did on the Fall Festival. Beth reported that there were some snags over photo IDs for non-US judges, expense reimbursements, etc. but overall things went very smoothly. Beth also reported that the show will end up with an additional amount of profits, and that the para-equestrian classes didn't cost as much extra money as originally projected. Some expenses were higher than in the past (and the fall festival committee is already working on ideas and processes to fix any gaps in the future), but revenues were also higher than anticipated in some areas. HITS was not up to par on getting the barns cleaned and ready for our show, and sent a written apology for the problems. Our show has gotten exponentially larger, Marshall & Sterling is getting exponentially larger, and the HITS crew is smaller once school starts. It may be that the NEDA and Marshall & Sterling shows will be split apart to separate weekends. More later as things develop. Alexandra brought up the point that NEDA volunteers are getting stretched too thin, and NEDA may not have enough volunteers to keep the show running at such a high level, for so long, and to be so big and that the board needs to think about these issues over several meetings. Some board members brought up the issue that perhaps the breed show should be a separate show with a separate staff. The question is how to find someone to take over the breed show. Perhaps a paid position? The person that runs the breed show for Devon has offered to come up with a proposal. The breed show committee will discuss the issues at the breed show committee in October. Kathy is going to try to break down the various thought points into agenda items for future meetings. Some board members suggested that there needs to be fall show subcommittee meetings every other month separate from the regular board meetings. And perhaps NEDA needs subcommittees on other topics as well that meet separately from the regular board meetings. Some board members received an email from a competitor with some constructive criticisms. Those will be forwarded to the show committee to be addressed.

NEDA Boutique

Kathy had a conversation with George Atamian at the Fall Festival about the NEDA Boutique. After discussion, the board decided not to pursue an arrangement with George. Jen agreed to advertise in the TIP for someone to possibly take charge of the boutique.

Coordinator Reports

Sponsorship –

Phyllis Leblanc reported that two mid-year renewals came in. She is getting lots of inquiries about booth space for the fall symposium.

Membership –

Deb Carr-Kirk reported that the members appear to be liking the 3 year membership. Many people have used that option this year.

Education –

Jen Dillon reported the following. Registration and planning for the fall symposium is in full swing. We had slightly less rider applicants this year than the past two. I'm guessing mostly due to the ride-in person final selection process. I've had no verbal or written complaints about this unique aspect of this year's event. This year's set of rider applications, while of better visual

quality, was among the worst set of written applications. It was amazing how many professional who applied to ride did not READ the application which stated what categories/levels of horse/rider pairs Kyra wanted. Auditor registration is starting to pick up. Generally speaking, we are slightly ahead of 2009 (Hubertus Schmidt) and slightly behind 2010 (Steffen & Shannon Peters). We got quite a nice bump in early registration after the WEG.

Rough numbers are as follows:

173 different people (including auditors, board members, key volunteers, sponsors) are registered to attend; 81 signed up for the banquet

15% are coming only 1 day (26); 77% coming 2 days (134)

161 coming Saturday; 137 coming Sunday

Committed auditing dollars coming in approximately \$12,785

I believe registration will be strong, but profits will be tight. Angela and I are working with UMass to cut costs at the facility wherever possible without hurting the event. And, as happens every few years, it is UMass Home Coming. This means we are looking for parking options away from the stadium.

Continuing Education –

Sally asked the board for permission to do another full L program starting in November 2013 and finishing up in the fall of 2014. NEDA needs this much lead time to get the instructors that we want for the program. After extensive discussion, the board **VOTED** to approve doing another full L program in the fall of 2013.

Karen Swanfeldt Items –

Karen Swanfeldt reported the following. VIP FF: FANTASTIC.....other than being short handing at the beginning of the week we recovered nicely as the show went on. I have had nothing but super comments and reviews. All Officials/Judges/Para/Riders Competitors/Vendors/Sponsors and visitors were please with the quality and service through out the week. BREED Party huge success, Jog Success, Para party... for last minute OK, Competitors Party SMASHING success!!!! Daily service/grab and go FANTASTIC!!!!!! Fed anywhere from 200-300 (included volunteer numbers) people per day and up to almost 500 at the Saturday night party!! NOTE of interest I CAN ONLY SEE THIS GROWING!! For next year I do need assigned folks just for VIP from Wed-Sun!!!! At least 4 plus runners for judges! AWARDS: Everything is prepped and ready to put the awards together once all scores are in and done. Linda ready to rock and roll with all tallying of scores and placement. Lee all set for program and cover done. Jackets going to be embroider within the next two weeks. Ribbons are in. Saddle pads from Dover all set as well as gift certificates Phyllis in charge of this. Victory Gallop all set with Lee. BANQUET: Menu has been completed and caterer/hotel is all set. (veggie choice included no chicken this year Beef and Fish) Decorations and set up for both room done. Wall of Fame being created Jen and Linda! Paul our DJ read to ROCK!!! Danny and I will be traveling out to the site for fine toning of both rooms. EQUINE AFFAIRE: we will be in the same BIG booth as last year at the same cost BREED Pavilion! We will be traveling out to set up on Wed and work thru Sunday. Volunteers are in place, every detail DONE!!!!!!”