

**New England Dressage Association
Board of Directors
Summary of Meeting
December 19, 2012**

Participating in person: KMcHugh, KGilroy, ADane, SStorbeck, CShea, SDavenport, JSheehan, KO'Connor, PCormier, CO'Neill, DCarr-Kirk, LJohnson, CMacDonald, BJenkins, SMcKeown

Participating via conference call: HStone, LMendenhall, JDillon, SWalker, APrenosil

Secretary

It was **VOTED** to approve the minutes for the November meeting, with the changes discussed at the meeting. The board asked Heather Stone to prepare a summary of the November meeting for posting on the website.

Heather updated the board on her attempts to change NEDA's registered agent in Massachusetts. The prior two attempts haven't been successful. The board **VOTED** (once again) to change the registered agent to Katherine McHugh.

Treasurer

Sue circulated the December investment performance prior to the meeting. Carol Gordon circulated the December financials prior to the meeting.

After discussion, it was **VOTED** to approve the finance committee report.

Dressage Rings

Given the small surplus in the 2012 budget, the board raised the issue of buying new rings. Debbie Carr-Kirk had been talking to other GMOs that also needed arenas, and wondered whether we would get better pricing if we ordered them together. Based on the prior experience of other board members, NEDA would perhaps save a little bit on shipping but not on the actual price. Another option that was discussed was buying pylons and then buying PVC pipe from a local hardware store. Paul had done some research, and that would be a more expensive discount. A vendor that Paul found (Premier) is willing to give a 15% discount if NEDA orders three rings. Several board members pointed out that NEDA could also sell its old chain rings and letters to other GMOs who can still use chain rings. After discussion, the board **VOTED** to buy three new rings and some new letters at an aggregate cost not to exceed \$10,000.

Medals

After discussion, the board **VOTED** to buy in 2012 up to \$13,000 for additional NEDA medals.

President's Report

Kathy was contacted by Horse Collaborative about posting our newsletters on their blog. After discussion, the board thought that it would be acceptable to do it, and Catherine agreed to contact them and make the appropriate arrangements.

Kathy updated the board on the Salute, which Molly Johns is taking charge of this year.

Convention Wrap Up

The delegates to the convention reported on the convention.

OPL and Region 8

Debbie Carr-Kirk led a discussion of the OPL and its future role as many shows move to more online prize list formats. Should the OPL be electronic? After discussion, the consensus of the board was that it would be nice to have the OPL be available electronically, but that the hard copy was a valuable resource for the members and sponsors. A committee was formed consisting of Debbie Carr-Kirk, Linda Mendenhall, Jen Dillon and Kate O'Connor to review the options and develop a proposal. The committee will also discuss who should get an OPL (for free or at a reduced price or otherwise).

Salute Assignments

Molly needs some help putting together the Salute. Kathy asked the board for volunteers to be a contact person and resource for Molly, at least temporarily. Maybe Ginette Brockway would be willing to answer some questions for Molly? Christine will talk to Molly about sponsorship arrangements. Angela will talk to Molly about flextime instructors. Tammy will send Molly the membership directory. Carole will work with Molly on pictures.

Nominations

Jen is going to remain as Fall Symposium coordinator for 2013.

Web Overhaul Update

Shawn has taken on a yeoman's job of managing the process of overhauling our outdated website. There's also a committee being formed to handle this project - Shawn, Beth, Tammy, Elizabeth Preston, and Jennifer Wuorinen. The committee sent out an RFP to 11 groups that were referred by NEDA contacts, or who pro actively reached out to NEDA, or who otherwise had some connection to a member of the committee. Some of those people are too busy to take on another project of this size as this point. Others feel that what NEDA wants is outside of the scope of their abilities. Four groups submitted proposals, three of which look like contenders for NEDA's work. The next step is to drill down on the RFPs and ask questions about their specific proposals. Also, the committee had a conference call with AVECtra to make sure NEDA understands how to best utilize all the modules available in AVECtra when designing the new website. AVECtra's website capabilities are not going to work as a whole solution for NEDA. AVECtra recommended some groups that have AVECtra experience, and Shawn sent out a few more RFPs. After extensive discussion, the board **VOTED** to authorize the committee to move forward with a budget from NEDA's reserve fund, and to come back to the board with a fleshed out, updated budget once the process was further along.

Match and Ride Proposal

Match and Ride is a horse or lease buyer/seller listing website. They will give NEDA 50% of their fees for people who come to them through NEDA's website. Another alternative will be for them to be a NEDA sponsor. After discussion the board's feeling is that they should buy a sponsorship.

GMHA Footing Contribution

The board discussed a donation for the footing at GMHA. The board determined that the best way of doing that was to design a matching program, with NEDA matching donations by NEDA members during 2013 up to a certain amount. After discussion, the board **VOTED** to cap the match at \$5,000, with matched donations having to be made during 2013. GMHA can keep track of the donors, and verify them with Tammy. We will publicize it in the TIP and through an email.

Coordinator Reports

Sponsorship -

The following written report was submitted by Alexandra Dane in advance of the meeting:

“With the procurement of ads for the Salute, deadline 12/31/12, Sponsorship's year 2012 will be complete. We are now focused on the process of renewing Premier sponsorship agreements with the 15 Premier, 3 Education and 3 a la carte sponsors. We hope to report on final completion of this process at the January Board meeting. Christine Shea is in charge, and we other members of the committee are ready to help her with this task.

The sponsorship agreement forms are in need of revision, which should be done by the second week of January, Lee Cullen's stamina permitting.

Sue Storbeck and I, with the input and advice of Beth Jenkins and Jane Sheehan, will be working on helping the Fall Festival with their advertiser and sponsor base, with the idea of utilizing a Competitions Sponsorship agreement that covers and combines both our Spring Show and the Fall Festival opportunities for sponsorship. This will happen if the areas of responsibility are carefully defined and everyone, including Paul and Sue McKeown, is comfortable with the role Sponsorship would play.

Kathleen and I are having one-on-one meetings with Premier Sponsors to discuss expectations, etc. We have found this to be enlightening, helpful and productive.

We end Sponsorship's year, therefore, on a positive note, with enthusiasm for helping our shows and symposia and providing the member base with benefits beyond the best benefit of all, membership in the New England Dressage Association!”

Media Relations –

The following written report was submitted by Catherine O'Neill in advance of the meeting:

“Thank you for bearing with my as I find my way in this new position.

For December's e-newsletter I still need to hear from Sport Horse, Membership, Sponsorship, and Volunteers. If you have any updated information I'd love to hear from you either before or during the meeting tomorrow.

In other media outlets, I've been working with Lyndee at World Dressage News to keep the NEDA News page updated. If you have any news you feel appropriate for this outlet please let me know and we can make it happen.

Facebook and Twitter have been slow due to my preoccupation with the finish of the semester and my impending graduation. I hope to be a more active presence in both outlets as the year progresses!”

Education -

The following written report was submitted by Angela Prenosil in advance of the meeting:

“Flextime is rocking at a total of 65 instructors (so far, more added each day) donating anywhere from 1-3 lessons (most 3). Elizabeth is fresh and ready to make the program grow and improve.

Fall 2012 – Jen should have a report for us.”

Karin Swanfeldt Matters (Equine Affaire, the Gathering 2013 and 2012 Year End Awards)

The following written report was submitted by Karin Swanfeldt in advance of the meeting:

“Update: Convention PM

It was a wonderful experience representing Region 8 this year in New Orleans. I am honored to sit with all who love our sport and horses!! I am so excited to have Debra R heading our region and looking forward to much growth!!!! It was an uneventful BOG LOL!!!! I loved it because the harmony in the room was AWESOME!!!!!! So here is to another healthy, working year!!!!

Update: Awards

All final results are in and posted, THANK YOU Linda!!! At this point I am in the process of creating all certificates. Jackets will be delivered to Arty for embroiding after the first of the year. Saddle pads will be coming from Dover. All is on track to complete everything needed for awards winners.

Update: Awards Celebration

Details have been put into place with the caterer and a price has been set. The menu has not been set and fine details are NOT complete at this point. There will be a cash bar and DJ. This Celebration is for EVERYONE to attend to celebrate our Award Winners. This celebration will begin at 5:30 and run through 9PM. It will be held right on the grounds so it is a come as you are or get dressed! There will be time to celebrate our WINNERS and have a great time!!!!

Update: NEDA Wear

Tammy is working with Arty to get our NEDA Wear website up and running. Sorry for the delay but it will be worth waiting for!!! :-).”

Fall Show -

The following written report was submitted by Beth Jenkins in advance of the meeting:

“First... called Harold at Hampshire Pewter and they will do the medals. He is busy with Christmas but will get going on it after the holidays. So chalk that one "in progress".

I hit the convention with five judges confirmed. And 10 more to hire. With four other USDF Regionals the same week end as NEDA you just imagine. Fie Andersen, my new Officials cohort, jumped right in and we managed to snag 7 judges. That leaves 3 to go.

Otherwise show is in very good shape. Databases are revamped and tested. Tentative schedule is done. Show program cover is done.... palomino this time.
Show program is revamped with the class changes. Right after the holidays I will be posting it all up on the website.

At the convention no big excitement.”

Continuing Education -

The following written report was submitted by Sally Davenport in advance of the meeting:

"Regarding the "r", I have just heard from USEF that Deb Riehl -Rodriguez, HildaGurney, and Trena Atkins will be the judge/examiners, but don't know which will be instructing which session.”

Membership –

The following written report was submitted by Debbie Carr-Kirk in advance of the meeting:

“I am pleased to report that the 2013 memberships are almost up to speed with where we were last year at this time. Currently our 2013 member count stands at 1,047. We have sent in NEDA’s second Member Roster to USDF.

Tammy has been playing around with the new membership system and has figured out how to allow for gift certificates to be purchased for NEDA memberships. She will be working on getting that option up and running on-line. As soon as she does, she will put the info up on the homepage and the membership page and then we will get the news into the Feb TIP.

I know Angela is working on putting together a NEDA e-newsletter to go out this week. If we have the gift certificate option up and running in the next few days, we will be happy to include a mention about it in the e-newsletter.

I wanted to mention that after the last membership email was sent on 11-27, I spent quite a bit of time going over a list of 1,381 contacts who have opted out of NEDA’s email service. Here is what I found...

Right off the top, 40 people did not have last names so I could not figure out who most of those folks were. 102 people were duplicates, 464 people on this list had been included in the hard copy mailing in August (which is great news), 403 are 2012 NEDA members who have opted out of our email list and 83 of the 1,381 have already renewed. That left 296 people who did not fit any of the criteria I was looking at.

The number that concerns me is the 403 - 2012 NEDA members who have opted off the email list. Of those, I do not know if some had changed their email addresses and therefore took their old email addresses off the list or if almost a quarter of our members prefer not to hear from NEDA via email. Without a bit more time spent on this, I am not aware of how many of these

403 have renewed for 2013. My biggest concern in all of this is that Tammy was not aware of many of the people who had opted out of NEDA's CC email system.

Going forward, I think it is important for Tammy and me to be notified if someone opts off the NEDA email service. That way we can be sure that we reach out via hard copy mailings.

The 2013 Membership Packets are scheduled to go out the second week in January. If any board member has anything they want included in the mailing, I need to know immediately so we can plan accordingly."

New and Old Business

Sue McKeown resigned as Treasurer. After discussion, Kathy McHugh was **VOTED** as interim Treasurer until a replacement can get located and appointed to fulfill the rest of Sue's term. Several board members suggested possible replacements. Jen suggested that we ask for recommendations from USDF's treasurer.

Paul got a letter from the Dressage Foundation explaining that they are trying to top up the Carol Lavell fund so that they can make maximum-sized grants each year, and looking for a donation from NEDA. Paul circulated the letter.