

**New England Dressage Association
Board of Directors
Summary of Meeting
February 19, 2014**

Participating in person: No one – telephonic meeting.

Participating via conference call: Heather Stone, Kathy McHugh, Angela Prenosil, Christine Shea, Paul Cormier, Kathy Hickerson, Iris Berdrow, Alexandra Dane, Elizabeth Preston, Phyllis LeBlanc, Kerstin Witzaszek, Suzanne Adams, Kathleen Gilroy, Suzanne Leblanc, Jane Sheehan, Kate O'Connor

Secretary

It was **VOTED** to approve the minutes for the November and January meetings, with the changes discussed during the call. The board asked Heather Stone to prepare a summary of the November and January meetings for posting on the website.

Heather informed the board that she will make sure an updated list of board members is filed as required with the Secretary of State of the Commonwealth of Massachusetts.

Heather reminded the board members to return their annual certification of volunteer service, and their annual conflict of interest form.

Treasurer

Leah circulated the financials prior to the meeting. Mary Schrader circulated the January investment report and the 2013 year-end investment report prior to the meeting. Kathy reported that Mary Schrader is resigning at the end of March because of other time commitments. Until a new Treasurer is located, Kathy will serve as acting Treasurer. Kathy reported that the audit is just beginning. No problems to report.

Kathy reminded the board members to submit reimbursement requests on the appropriate forms so that things get and stay categorized appropriately, which makes the budgeting process and audit move more smoothly.

President's report

Kathy and Angela are going to send out the annual awards next week.

Sponsorship

Phyllis and Christine led a discussion of sponsorship, and whether the return on the premier sponsorships are worth the extensive effort it takes to design, produce and manage those relationships. This effort is particularly intense this year, with so much of Education and the format, timing and existence of publications (like the TIP) in flux. It would reflect badly on NEDA to promise sponsors a certain level of benefits and then not be able to deliver on those promises. Would the sponsorship team's efforts be better spent, and generate a better return, if they focused on a single event like a Fall Show, or a silent auction or some other fundraising effort? After extensive discussion, the board agreed to support the sponsorship committee's idea of suspending the premier sponsorship program for 2014 and to focus the sponsorship's team efforts on a single event. The

sponsorship committee will make a proposal at a future meeting as to which event they will focus on this year.

Coordinator Reports

Sponsorship -

The following written report was submitted by Christine Shea in advance of the meeting:

“The new Sponsor packages are finalized. The change to the electronic version of the Tip will need to be “sold” to sponsors. Knowing who will be producing it and how it will be formatted will be important in how this is communicated to our sponsors. (We should align with how this is communicated to our membership – perhaps Iris has thoughts on how she plans to handle this. NEDA is “going green” etc. etc.)

We have a new sponsor, Riding Warehouse. Their contract and payment have been received. We also have a new sponsor who is our Spring Show Sponsor. HorseWorks Insurance Specialists and StarNet Insurance Company will be our Spring Show sponsors. Great job Kathleen!

Kerstin is working on supporting Molly and Lee in sponsor components of the development of the salute, and is in the early phases of the Spring Show benefit support. Kerstin has done a great job transitioning into the facilitator role.

Unfortunately we have also lost Elysium Farm as a sponsor for 2014. They indicated they wanted to take a year off from a package, but may be interested in some a la carte benefits.

There is an agenda item that pertains to sponsorship on this week’s agenda and the “push” for 2014 renewals is pending that discussion and any resulting changes.

Thank you to the board for their support of my proposal for limited use of our email list for a sponsor benefit.”

Nominations –

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

“This may be a long report, as I think there are several items for your consideration. I will try to organize so that the report is broken down into specific parts which you can read separately when you get exhausted.

We have several positions to be filled on the Board. They are:

- Officer, Treasurer
- Education Committee, Spring Symposium manager
- Education Committee, Fall Symposium manager
- PR Committee, Tip Editor
- Flextime manager, at present Off Board

In addition, we have Kate O’Connor filling a dual role, handling both the VP for Activities and the Education Coordinator, and I think she would be very happy to have someone take over as Education Coordinator.

Likewise, Tracie Richardson is doing two jobs, acting as PR Coordinator and Tip Editor, and would like to be relieved of either one or the other, or, down the line, both.

Shawn Walker is our interim Advertising manager on the PR Committee. We can all agree that she is doing a great job, but we should give her the option for moving on, and not take her for granted.

Here is where I am at with filling the positions:

- We have a great resource who would like to work as our Flextime manager: Carol Gordon. We know Carol as our professional bookkeeper in the past, so she needs little introduction. As she is no longer on the NEDA payroll, and has retained her strong interest in the organization, her enthusiasm for helping us set and achieve goals, and her many resources of energy and commitment, I would like to consider her for this job.

- I have invited Carol to come to this Board meeting, in order to have her available to ask, and answer, questions, and to get a feel for how our Board works. If any of us have concerns about this, please let me know by tomorrow evening, but I have checked with several of you and think this is a good idea, and one for the future. See my discussion on the Tip Editor and Symposium managers, below.

- One of the ideas that Carol has is that she would like to see the Flextime position an On Board one. Again, I do not see this as a problem, and would like to have a vote taken at this meeting to do so. My reasoning is that we should be somewhat flexible in having some, not all, positions On or Off Board, depending on what would work best for good communication relevant to the work of the job, and the logistics of travel for some potential nominees. We have precedent for doing this. While the call-in option is a good resource, it is not a perfect answer. Again, if you have concerns about this, please let me know.

- I have also invited J. Stanley Edwards to come to this meeting. Stanley has been a charter member of NEDA, being a close friend and protege of Priscilla Endicott, our first President. Stanley now has the time to give to NEDA and wishes to help with our educational programs. Her profession currently is as a manager at LandVest. She has a superior ability to organize, and tremendous people skills, and needs more information about where we are going with Education than I can give her. Again, I feel it is an asset to have potential Board members come to a meeting to see how we work, which is, I am very proud to say, exceptionally fine.

- And I have a third invitee, arrived in our area from California recently, and her passion for dressage has encouraged her to contact us about taking on a project. We have already beckoned her into volunteering at the Spring Show, and Tracie has talked to her about helping with the Tip, writing articles, etc. It looks as if her interests would mean that the PR committee would be a natural fit, not precluding other areas, of course.

- I am also working on a candidate for Treasurer, and have a possibility, but not a strong feeling that she will have the time for the work. Mary Schrader is not going to leave us in a hole, and will continue to do the job until April 1st, but that isn't really much time. Traditionally, Officers must come from the current Board, but we have found that we have needed to vote someone in as a Member-at-Large and then with the next vote, confirm her in the Officer position. We can do this again. But, I shall be trying to make sure that there is no one on

the Board who would like to move to the Treasurer's position. If I haven't contacted you, and you wish to be considered, please give me a call on my cell or email me.

If you have gotten through this, you are dedicated and supportive in spades! I may have some more communicating to do before the meeting, but I'll try to keep it short, coherent and organized."

*At the meeting, the board discussed the open positions, and **VOTED** to make Flextime an on-board position and to elect Carol Gordon to that position and **VOTED** to make Stanley Edwards a board member, in charge of Year End Awards.*

Fall Show and Summer Show -

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

"NEDA shows march on in spite of the weather.

Anyway, the Summer Show is progressing slowly. I have a draft contract out to Helen Cast (Manager) and Twisdenwood owner Jill Bowden.

Fall Festival is launched. I have laid out the tentative schedule, updated the Fox Village files, run test data thru them, added all the new awards to our database, and am now working on updating the NEDA website with 2014 competitions data. Yesterday I spent a bunch of time on the show program cover. Draft below. Notice the new version of the logo.

Next on agenda.... Officials contracts."

Sporthorse –

The following written report was submitted by Kathy Hickerson in advance of the meeting:

"Stallion auction ended Saturday. All but 3 stallions sold. One was a late entry that sold high in the AHS auction so hoping for some more sales in the 2nd chance auction.

Fall Symposium

Kate reported during the meeting on the status of a fall symposium for 2014. There is likely to be a Fall Symposium in 2014 with Ingrid Klimke. It is likely to be held November 1st and 2nd. A contract has been sent, and once the signed contract comes back, the print and online promotional efforts will commence. Kate is also working on another symposium.

Membership –

The following written report was submitted by Iris Berdrow in advance of the meeting:

"Membership Numbers

The renewals are up this year, thanks to the automatic email reminders about the early bird discount and the new user friendly website. Last year the renewal mailing was not sent which

seemed to have a negative effect on renewals. So, snail mail and email reminders seem to be the right strategy.

Membership Packet

First mailing of the membership packet was sent to 1,600 members on Jan 22nd. An additional mailing will go out early March.

Medal Member Certificates and pins

I have the certificate template and pins, am waiting for the list of certificate winners to print and mail. Will include a thank you letter.

Membership promotion ideas to be discussed

Tip centerfold poster

Direct mailing to NE stables and tack shops

Other?"

At the meeting, the board discussed putting a pull-out flyer or poster in the TIP before the final print edition in May that could be posted at barns and tack shops, etc. Also, Iris will work with Lee Cullin or someone else to design a flyer that could be sent out separately from a pull-out in the TIP.

New and Old Business

Elizabeth Preston wanted to get a PDF of the prizelists from the OPL to put on the website. She and Beth agreed to work together to determine what the best thing to post would be (PDFs or links).