

NMDA Board of Directors meeting 12/11/19

Called to

Present:

Barbara Burkhardt-President

John Collins-Vice President

Maribeth St Cyr-Secretary

Winnie Fitch-Treasurer

Susan Reed-Youth Chair

Sarah Turner-Membership Chair

Barbara has begun her email messages to the membership. She will be emailing her presidents message each month to the membership. She'll also send out info before the schooling shows and a reminder before show entry dates. She'll also send out notifications if there are changes to the calendar.

Minutes from November's meeting were reviewed and approved.

Treasurers report:

General Fund has \$16505.60

Education Fund has \$3966.83

CD has \$6049.27

Bottles were purchased for \$85 they will be handed off to Susan for engraving.

Susan sought and received approval to get the bottles engraved with the NMDA logo.

Table has been purchased, for \$53

Sarah still needs to be reimbursed for basket that went to the conference. (pd after meeting)

Advertising rates for local equestrian print media was discussed:

Horse Around New Mexico-\$120.00 ¼ page, \$180 for 1/3 page, \$240 for ½ page, \$480 for full page, inside back cover is \$500, \$550 for inside front cover, \$725 for outside back cover. 15% discount if you agree to advertise for 5 issues.

It was tabled until more info could be gained regarding circulation. Sarah also had info that she brought back from the convention.

As we discussed advertising expenses Winnie provided a brief P&L for the year, listed through December 2<sup>nd</sup>, that showed the club losing \$915.84 in the 2019 operating year. (More expenses to come.) This still left the club with a significant cushion in its operating, investment and education funds. Winnie mentioned that the CPA's that the club historically sought advice from felt confident that a comfortable

cushion was important for a 501c3. Sarah mentioned that at the convention she learned that most USDF GMO's operated on 6 months of operating funds in the bank.

The year's financial issues were discussed, it appears that had the club not had to reschedule the Trinity Ranch show which would had made a considerable amount of dollars for the club.

Barbara brought up our current limits for venues and judges and stated that working within the confines of these limits was becoming more difficult as expenses increased for venue owners and judges. Barbara recommended increasing the following limits as they are listed in the standing rules.

Barbara made a motion to increase the maximum that we pay a venue to \$400, all approved except John abstained as it is a conflict of interest since he is a venue owner.

Judge fees for "L" graduates raised to \$200 + transportation – all approved except Barbara abstained because of conflict of interest.

Licensed judges, little r and higher would be \$350 + transportation approved by board.

Transportation set at a limit of \$200 with milage rate at .58 per mile approved by board.

Barbara recommended that if we increased the minimum number of rides for a show than a show would break even. She proposed that the guideline be increased to 25 entries

Winnie recommended against it in light of the riders that will utilize our shows to qualify for regional awards, especially with the new USDF Regional Schooling Show awards program starting next year.

Maribeth argued against it stating that creating a reputation for canceling shows was a terrible direction for the club. Winnie also mentioned that because we are recognized by the IRA as an educational organization that if we canceled schooling shows because they are not profitable it could threaten our status.

Maribeth and Sarah talked about having better, more fun, more dynamic schooling shows that people wanted to attend instead of just pinching pennies. That investment needed to be made in the shows in order to improve participation

Barbara made a motion to revisit the entry limit in six months. It was approved.

Vice President's report:

Banquet set for 1/18 from 11 to 3. Barbara will be sending out invitations by email to total membership.

Trailer boards are done, the trailer is still in the shop getting

bearings packed

Awards are set at a halter with "2019 NMDA Champion" embossed on it.

Membership with Sarah-

About 45 members had turned in their memberships so far for 2020

Preliminary report for USDF convention that Sarah attended:

The recurring themes at the convention was that communication between members and GMO's, GMO's and USDF needed to improve. Most of the GMO's are seeing that effective communication is occurring via website. The best GMO website of a club our size was Nebraska's website. We may want to look at revitalizing our website in line with how people use and seek information. Keeping in mind that different generations use media differently.

Communicating with like minded organizations like SFDA and 4H as well as listing our events on the USDF website.

Increasing participation and sustainability and succession planning was also a key topic. We need to focus on increasing participation at the lowest levels in order to create a strong base.

There was a clear call for new, fresh thinking ideas to be brought into the group. This was evidenced by the selection of the national VP who is a more forward thinking, West Coast thinking candidate, Kevin Leavey.

There was also discussion around the separation of the junior and young rider division.

Schooling show news

New for 2020, closing dates have been moved to 12 days before the show.

Food for volunteers was discussed. Maribeth is going to explore ways to have food at the shows for volunteers and attendees

There are 3 Saturday shows and 3 Sunday shows scheduled so far.

The calendar was discussed and alternative venues were proposed. The Bosque Farms Arena may not be available, further discussion is required. The Edgewood Arena was proposed as an alternate.

We discussed the form we need in order to participate in the USDF Regional Schooling show awards.

Every show that has a qualified judge will be a participating show for USDF schooling show recognition.

The three Saturday shows will be the participating shows as well as one of the Sunday shows as a minimum.

Meeting was adjourned at 2:59PM