

Monthly Board Meeting
Cherry Tree Farm
9 Dec 20 NMDA

NMDA Board Members present:

Barbara Burkhardt (President)
Maribeth St Cyr (President Elect)
John Collins (Vice President)
Sarah Turner (Membership Chair)
Winnie Finch (Treasurer)
Valerie Simpson (Member-at-Large)

Non-Board Members present:

DJ Collins
Steve Preteska (Secretary candidate)

Quorum present and the meeting was called to order at 1330L.

Steve Preteska, new member, volunteered to act as interim secretary until next year's elections.

M St Cyr moved to accept.
V Simpson seconded.
Approved by unanimous consent.

B. Burkhardt: General remarks on handover of Presidency.
Offered continued support regardless of formal role.
NMDA website won best overall layout and design for GMO/Smaller than 75 members. Harold's website management lauded. Plaque and USDF advertisement prizes are part of the recognition. Ad design will be up to NMDA membership.

OFFICER REPORTS

Secretary: (Offered by Pres. Burkhardt in lieu of Secretary): No board meeting in November; no past minutes offered for approval.

Treasurer's Report (Finch): Attached as submitted.

B Burkhardt moved to accept.
J Collins seconded.
Passed by unanimous consent.

Membership (Turner):

3 additional members submitted to USDF website.
Now have 37 recorded members.

W Finch added 2 additional membership applications.

Vice President (J Collins): Nothing to report.

Youth Director (S Reed): Not present.

Education/Clinic Coordinator: Position vacant.

Member-at-Large/USDF Delegate (V Simpson):

All educational activities recorded via Zoom.

Meetings will also be on USDF website.

Focus on CV19 impacts and technology.

Some clubs were able to show despite CV19.

Ours only region no show due to travel restrictions.

New normal is technology based to include virtual meetings. Advantages to virtual include expanded outreach access to folks who were physically restricted.

Youth outreach especially affected and plussed up as a result of digital access.

OLD BUSINESS

W Finch discussed last year's NMDA donation to Walking in Circles Horse Rescue.

W Finch moved that NMDA propose another \$75 donation.

J Collins seconded.

Passed by unanimous consent.

NEW BUSINESS

V Simpson brought up NMDA Facebook page and inactivity. Other GMOs using Facebook/social media more aggressively. M St Cyr needs help with Instagram and Snapchat. Event page showed increased traffic. V Simpson suggested NMDA to get more aggressive with social media. M St Cyr suggested a Like/Follow campaign? V Simpson: Increased picture posting. Contest?

M St Cyr reaffirmed appointed positions for CY2021: Susan Reed, Youth Chair; Barbara Burkhardt, Western Dressage Chair; Sarah Turner, Membership Chair.

Virtual show challenge series (3 show series in 2021): 18 Jan, 15 Feb, 15 Mar. Engraved cup will be awarded to 3 show participants. Personalized helmet bag as high-point award. Johanna Drawly, NMQHA info will sponsor prize. Idea is NMDA puts show on and get entry money, leverage other orgs to sponsor prizes. 16 rides (8 riders) most recent show. Full rate will be charged in virtual series. All 3 shows will generate \$840 revenue. Want 3 different judges to include Sharron Sarchett. Can only charge \$10/test. Expenses \$10/test. Helmet bag prize. \$80. Ribbon mailings \$2 per. Profit \$400.

M St Cyr moved to put on 3 show series.

V Simpson seconded.

Discussion: How to assess riding different tests? Burkhardt: Highest amateur adult single highest score, single highest score for junior, single highest score for open. Will need to be clarified. Entry dates are firm.

J Collins: concept of progression and comparison of test scores to honor higher levels with division. Refocus objectives of shows to serve better interests of NMDA goals and membership.

M St Cyr: Any concern about not being profitable?

V Simpson: No.

J Collins: Time period, one show/month. Bottleneck.

M St Cyr: Keep people focused in winter. Stay riding/training through colder months.

B Burkhardt: October meeting proposal "shows" previously approved.

Discussion terminated and motion carried unanimously.

M St Cyr: How to administer. Show manager will know if someone is gaming show process. Concern was overworking horse during show but current rules already police. Rule: Video once entered can't be reentered in another show.

Bit drop rule: V Simpson: How to manage videoing by self and accommodate the bit drop. Never had to do it a schooling show.

W Finch explained that it's part of random check in WDAA schooling shows. (WDAA recognized virtual show but with half points).

All: discussion of virtual time stamp requirement being ineffective and cumbersome.

B Burkhardt: Moved for virtual shows with retention of date rider horse test number on sign requirement and bit drop but no videoed time stamp.

Seconded by W Finch.

Passed by unanimous consent.

M St Cyr: 2021Q1 goals:

1. Virtual show leader/SME. Will generate membership and \$
2. Fill all board positions, including Education Chair.
3. Pursue youth membership.
4. Fun show.
5. Value in volunteering. Streamline mini grant process.

J Collins: Suggested review of Ameillia Newcombe Youtube videos.

M St Cyr: Reinvigorate virtual with both shows AND education. Extra feedback from test judge?

B Burkhardt: Clinics can get DF grants. Cindy Kavan expert. Retain In-person clinics without eliminating virtual opportunities.

S Turner: Break goals into smaller achievable components. What's the beginning step? Goal is to increase member engagement. Survey to assess what would goals are...motivations...information sources...Share info links.

B Burkhardt: Volunteered to be Schooling Show Coordinator.

J Collins: Lauded Maribeth for her enthusiasm, praised/thanked Barbara for continuing contributions.

V Simpson moved to adjourn.

M St Cyr seconded.

No discussion.

Unanimous approval at 1455 hours.