

NMDA Board Meeting 10-9-19

Present:

Barbara Burkhardt-President

John Collins-Vice President

Susan Reed-Youth Coordinator

Maribeth St Cyr-Secretary

Winnie Fitch-Treasurer

Election ballots will go out by 15th. Winners announced November 15th

Barbara will be sending out email blasts to announce winners.

Motion to accept minutes

\$19,009.03 in Checking account. \$3826.83 of that is education fund.

CD has \$6027.29 in separate account

Mailing ballots will cost about \$203 for stamps, return address labels, envelopes and paper

It is traditional for the USDF delegate to bring a gift basket to the convention that represents their GMO

Barbara suggested spending \$50 for the basket. John recommended \$100 instead.

It was unanimously agreed that we provide \$100 for the basket

Barbara suggested that the insurance for the club be counted as an expense for each schooling show.

Winnie stated that the insurance is a cost of doing business that isn't necessarily tied to schooling shows. Even though the shows use the insurance it covers everything related to the club, not just schooling shows.

Maribeth talked about how a typical business identifies on its profit and loss statement that insurance is a cost of doing business, not an expense that is associated with the "products" that it sells.

A discussion ensued regarding this that included the profitability of schooling shows and how we calculate that, the trouble of finding show managers, and other related topics.

Barbara moved to vote on including insurance costs into the accounting for each schooling show. The motion was defeated 3 to 2

John has booked the Marriott hotel from 11am to 3pm January 18th for the Awards Banquet/Annual meeting. This will include lunch. The party will cost a minimum \$500 for the room and lunch. Attendees will be charged to cover costs by paying \$25 per person. Barbara will donate the championship ribbons.

The trailer needs to be re-floored. TNT in Belen wants 700 to 800 to replace. J&B wants 600 to 700

Sandia trailer wants between 400 and 500 and uses treated wood instead of non treated wood.

Winnie moved to take the trailer to Sandia to replace the floor. Susan seconded and all approved.

Diana is training Sarah to be the Membership Chair. Sarah will be taking over November 1st.

Memberships received after October 1st are for 2020. The club will acknowledge them as 2019 members for any events in October so they don't have to pay non-member fees,

New members will receive a test book. Renewals will not receive a test book automatically. They will have to request one and pay the cost of the book.

USDF dues have also gone up for 2020, they've gone up to \$25

Barbara will be writing an email blast to the membership on a regular basis. She proposed using Vertical Response, an email service that provides 10000 emails a month to non-profits.

Maribeth explained how to send an email to a group of people that wouldn't require a service.

Maribeth suggested that the idea be shelved until more info could be collected.

A discussion arose regarding the current state of communication for NMDA. At the time of the meeting the bulk of communication existed in the form of an email from former NMDA secretary Kathleen Martin to members of NMDA and SFDA as well as other dressage enthusiasts that spoke to upcoming events in the local, regional and national dressage communities.

John expressed concern that a non board member was communicating with the club membership Though Kathleen had originally received the board's blessing to create and email her newsletter, she had since left the board and some members of the board felt that the emails were inappropriately being sent to NMDA membership. It was generally agreed that it would not be the boards place to provide anyone outside of the board with email addresses or any other personal information from new membership.

Maribeth spoke to the value of Kathleen's "Contact" newsletter. No one else in the New Mexico community had created a regular, comprehensive way of staying on top of the latest news and events in our shared passion of dressage before and it was easy to acknowledge that no one on the NMDA board was in a position to provide anything like it. Maribeth expressed concern that the idea of excluding NMDA from Contact would be a disservice to our membership.

John suggested that Barbara be in charge of communicating news to the membership.

Youth Chair: Susan is putting together an event for our youth membership for Diana DeBlanc to make a presentation about her summer in Africa caring for baby rhinos at a rescue. This would be potentially an NMDA sponsored event.

Schooling shows-average of 24.8 rides per show. Trinity ranch being the best attended. (not counting upcoming Cherry Tree show)

Discussion occurred regarding venues in the area. It has proven difficult to get volunteers to the northern part of the state for shows.

Meeting adjourned at 2:40pm