

August 8, 2011 NTEA Board Meeting, Los Colinas Equestrian Center

Minutes taken by Allison Sumrow

Call to order: 12:40 p.m. with a quorum present

Attendees: Kim Willnow, Leslye Shellam, Mica Pryor, Kim Brunson, Nikki Scherer, Allison Sumrow

Guests: Jan Walling, Kathy Brunson, Mandy Kelly

Reports of Officers & New/Unfinished Business:

Secretary (Allison Sumrow): Minutes from May 19 meeting were circulated prior to the meeting. Leslye moved to approve the minutes as written, seconded by Kim Brunson; motion carried unanimously.

Treasurer (Nikki Scherer): Current cash in bank: \$17,804.93. YTD P&L is -\$2,142.18, due to banquet deposits and educational activities; per the budget, we expect significant income in the fourth quarter from membership renewals and banquet ticket sales. After several years of service to NTEA, Nikki has asked the board to find a replacement Treasurer for 2012. A search has begun. In accordance with a previous meeting, the board believes that, based on historical operations and expected future operations, the average bank balance is too high by about \$3,000-5,000. Some ideas for putting this money to good use consistent with our charter were suggested and a decision was tabled while options are explored.

Membership: In Terrie's absence, Mica gave the Membership report. We currently have 188 members. There was a discussion about whether membership forms could be sent to the Membership VP next year instead of Treasurer for processing, with goal of making Treasurer's job a little easier. The consensus was that the current practice, which has been in place for years, should not be changed.

Educational Activities 2011 and 2012 (Kim Willnow): *Mike Huber "members only" Clinic* on July 2-3 had 12 riders, which was a great turnout on a holiday weekend. Kim received many positive comments about the clinic and its low cost (\$120). *Intro Clinic* on July 16 went very well but had a bit lower turnout than expected, probably due to the extreme heat wave – we had 13 paying riders but only 8 showed up. Most riders were from the western world and are very enthusiastic about getting involved in eventing. *"Members only" Ride A Test* on July 17 had 19 riders. We received many positive comments both from riders and Jill Van Hoy, the dressage judge. Kim *proposed a February date for a "members only" Mary D'Arcy Clinic* (with one-night 'camp' and simple meals included) at Allison Freeman's ranch (\$20 stabling to cover Allison's cost of shavings and she would donate use of facility); goal to keep it low cost for the members and try to break even. Probably minimum age would be 12 for riders. Mary is checking on dates and will get back to us. Kim Brunson moved to approve the proposed "members only" clinic for early 2012, Nikki seconded, and the motion carried unanimously. Kim also is interested in doing another *Ride a Test next summer* and a couple *Lunch & Learn's in the spring*. For this fall, she proposed a *Members Mixer at Texas Rose HT*, probably wine/cheese type affair to socialize and promote new memberships, renewals and banquet ticket sales. All were in favor of this and approved going forward. Kathy Brunson from TRHP said she would be glad for us to do the Mixer and Kim will work with her about timing and location.

Banquet (Kim Willnow): On July 22, Kim Willnow and Mica met with Area V reps (Mike Huber, Catherine Baker via phone, and Karen LeKashman) to iron out details of proposed joint banquet. It was a successful meeting and both sides agreed to similar terms as last year, banquet to be held January 7, 2012 at K Star Ranch in Mansfield, "Boots & Bling" theme. New item this year: We will do a limited live auction of a very few big ticket items to defray cost of the Casino. The terms reached with Area V Council were approved by NTEA board email vote following the meeting and the joint banquet has already been announced on the NTEA website.

- ◆ Kim Willnow moved to ratify the email board vote, seconded by Nikki, and the motion carried unanimously.
- ◆ We have checked pricing and propose to use iEntertainment again to supply the Casino & DJ, with same terms as last year but likely with more tables (due to expected higher attendance) and therefore higher cost of casino. Allison Sumrow moved to approve the casino contract on these terms, Kim Brunson seconded, and the motion carried unanimously, with the caveat that we should check into the possibility of adding slot machines which are very popular at the NTHJC banquet/casino.
- ◆ Liberty Mutual has agreed to a \$500 “happy hour” sponsorship for the first 45 minutes that the Silent Auction is open, to encourage people to arrive early and start shopping. The money will go toward purchasing discount drink tickets which we will distribute “first come, first served”.
- ◆ Discussion about ideas for silent auction items and review of item list from last year’s banquet to see what types of items sold well. Each board member is to obtain at least three auction items.
- ◆ Area V is in charge of invitation design and mailing list. Mica & Kim will get the information to them by August 15, with a first draft invitation due by September 1. Invitations to be mailed November 17 per bylaws (annual meeting notice requirements). Tickets will go on sale via the website on November 1. Incentives for early ticket purchase will be offered again.
- ◆ A “banquet task list” was circulated for sign-up.

Website: The current vendor has requested to terminate his contract at the end of September, due to the frequency of website updates which we need, but will continue until we get a replacement web site up and running. NTEA owns the domain. Currently, NTEA pays about \$1000/yr for web management and hosting services. Mandy Kelly, former NTEA board member, long time NTEA volunteer, current Newsletter Editor, and professional web designer, was asked to present options for the board’s consideration. Mandy described recent advances which allow easy creation and updating of websites by amateurs and identified some options for web hosting. Mandy has been working with Mica and Howard for quite a while and has a good grasp of what NTEA needs going forward. Mandy proposed to donate web design services for a new site that would be built so that a board member with a log-in ID could update. Mica has checked with some alternate vendors and minimum charge for website design would be \$800+ for a simple website. Mandy responded to many questions. Some board members expressed concern about using strictly volunteer labor to keep the website updated going forward, as it is NTEA’s critical form of communication with members. Allison Sumrow made a motion authorizing Mandy to design a new website (first “draft” in about 2 weeks, with new site to be online by September 30) and authorizing a contract with Yellow Umbrella Designs (Mandy’s web company) to assume website management effective October 1 for a period of 6 months, at a cost of \$75/month to include updates and hosting; further, at the end of the initial period, the board will re-evaluate whether to continue professional web management services or go forward with managing the website by the board volunteers. Kim Brunson seconded the motion and it carried unanimously.

Newsletter: Several articles are planned for a fall Newsletter but it may be pared down this time to allow volunteer resources to be diverted to getting the new website up. Average volunteer time spent per newsletter, just to input and format each newsletter, is minimum of 15-20 hours. Board consensus is that we should eliminate separate newsletters going into next membership year, as it is a somewhat outdated method of delivering information and it is believed that we can deliver the same content to a larger audience via email

with links to online articles, blogs, etc. New website will need to be designed to include news, member profiles or blogs, educational articles and the like.

NTEA Promo “Jump Signs” (Leslye Shellam): Following up the last meeting, Leslye has researched and recommends we go with Alupalite signs. We can get four 2x4 NTEA signs for \$120 each and they will throw in a couple of free 1x3 signs. Per last meeting, these would be placed at various event sites to promote NTEA. Consensus was this is a good way to go. This cost is within our 2011 budget for promo/advertising.

Scholarship/Awards Committee Report (Leslye Shellam, for the Committee):

- ◆ **Founders Award** – After general discussion about criteria and how to distinguish this award from Al Smith Award, the matter was tabled. One idea was to look at how USEA does some of their similar awards, including the Governors’ Award.
- ◆ **Outstanding Mare Award** – Cheryl talked with Lacey Cloud, who has offered to fund an award for the next five years at \$250/year, to try to define criteria. Members felt that the criteria should not be too subjective and open-ended. After discussion, the matter was tabled.
- ◆ **2010 Scholarship Recipients.** All 2010 scholarship recipients except one have been contacted and have used their scholarship funds in accordance with the agreement. We will try to make contact with the last person to follow up prior to the next board meeting.

Nominating Committee: Per Bylaws, Mica (President) appointed Meg Johnson (chair), Allison Freeman, Allison Sumrow, Mandy Kelly and Jan Walling as the Nominating Committee to submit a slate of officers/board members for 2012. The slate will be listed in the annual meeting notice which will be mailed in connection with the banquet invitations on or after November 17. So far, we know that the Treasurer position will be open for 2012; the remaining officers (Mica Pryor, Kim Willnow, Terrie Hatcher, Leslye Shellam, Allison Sumrow and Meg Johnson) have stated they are willing to serve again if needed. Kim Willnow moved to approve the Nominating Committee, Kim Brunson seconded, and the motion carried unanimously.

Meeting adjourned at 2:40 p.m.