

May 19, 2011 NTEA Board Meeting Minutes, Los Colinas Equestrian Center

Minutes taken by Allison Sumrow

Call to Order: 12:45 pm, with a quorum present

Attendees: Allison Sumrow, Mica Pryor, Kim Willnow, Allison Freeman, Leslye Shellam, Nicole Scherer, Meg Johnson

Minutes: March board minutes were reviewed and approved as written, to be placed on the website.

Budget Review: YTD financials and proposed 2011 budget were reviewed. Discussion of specific upcoming revenue, expenses and needs, including:

- 'Intro to Eventing' Clinic needs to provide gifts for host/instructors and breakfast, lunch, & water for riders and volunteers (auditors will pay \$5 for lunch).
- Area V donations – NTEA will donate \$500 to Young Rider camp (Area V is looking to reduce campers' cost this year), \$500 to Adult Riders, and \$500 to co-sponsor Area V Championships (as requested by Area V).
- Promotions – discussed several ideas; lots of interest in idea of selling 'hoodies' at the shows & banquet.
- Included this year (as in past, but not recently) for up to \$200 for USEA Annual Meeting tickets (no other expense reimbursement) – Mica will probably go on behalf of NTEA and report back for upcoming newsletter.

A motion was made by Allison Freeman and seconded by Kim Willnow to approve the proposed 2011 budget. All approved.

Membership Report:

- 181 memberships YTD (compared to 156 at end of 2010)
- 26 non-renewing members dropped from roster
- 45 new members YTD
- 36 business members (compared to 26 last year)
- Per flyers for 'Intro to Eventing' Clinic, riders in the clinic will get a complimentary non-competing membership for the rest of this competition year. Some board members did not know about this and thought this should have been discussed at a meeting before it was put on the flyers.

Banquet:

- Planning is continuing and commitments have been made to K-Star Ranch in Mansfield for 1/7/12, per previous board meeting. One NTEA member objected to the Casino night theme prior to the last banquet. Other than that, all comments before and after the banquet were very enthusiastic and positive, especially about the Casino. The general consensus of the Board was that the Casino Night should be repeated and that founding members should be recognized at the banquet to commemorate NTEA's official 30th Anniversary. Budget includes funds for a banquet similar to the one held in January.
- The committee is expecting a minimum of 150+ attendees. This number would increase if a joint banquet is held with Area V. K-Star Ranch has enough space either way. Cost per person goes down slightly if we have more than 200 guests. Area V has indicated that they would like to join NTEA's banquet again this year. NTEA Board is favorable toward this but details must be worked out regarding division of labor and revenue/expenses between Area V and NTEA.

- NTEA could do another online survey at the end of summer, asking why people do or do not attend – goal to improve banquet participation.
- Invitations will be sent out earlier this year, before holidays.
- Most of the larger barns have representatives at the banquet; discussed ideas to encourage more attendance by members who do not ride with a large barn.
- We are looking into the option of using Pay Pal or a new iPhone App to accept credit cards. Area V Young Riders banquet used the “Square Up” iPhone App and it was reportedly very successful.

Other Activities:

- **‘Lunch and Learn’ at Denton Creek schooling day in June** – Charlee Hagan has volunteered to manage.
- **‘Intro to Eventing’ Clinic, July 16, Willow Draw** – Kim gave an overview of clinic format. Flyers were given to board members to distribute to local barns, feed stores, vets, etc.
- **‘Members Only’ event at Willow Draw** – Low cost Dressage ‘Ride a Test’ – we would mostly break even (probably around \$10-15 per ride).
- **‘Members Only’ Clinic w/ Mike Huber at Gold Chip** – Kim has discussed with Mike. Area V has announced they will also have him for their Young Riders Camp this year. Discussed various options. Try to break even on this – reduced clinician fee so that members will pay as low a clinic fee as possible (maybe \$100?).
- Will do fall ‘Lunch & Learn’ if any barns offer to host at a schooling day.
- Estimated costs/revenues from these events are included in the 2011 budget.
- Approved for Kim to go forward and find dates this summer, before fall show season starts; volunteers are needed; will be publicized.

Website Enhancement: Howard McClurkin (webmaster) has offered to rebuild our current website at no charge other than \$50 for additional software to make the website accept more graphics, including slide shows. Allison Freeman moved to approve, Lesyle Shellam seconded; all approved.

Newsletter: Mandy Kelly is working on the Summer Edition of the newsletter which will be a 30th Anniversary retrospective. Christie Tull and Jan Walling are writing articles and submitting photos. Other longtime and/or founding members have been contacted for input and photos. We will also re-cap the NTEA educational activities proposed or completed for this year – results of online survey this spring showed that the number one thing members want is low cost member clinics and educational opportunities.

Advertising/Promotion

- Options for NTEA jump or banner to be placed at various member barns or shows was discussed. Goal of promoting NTEA as well as supporting organizers/events in the area.
- Per Lesyle, Alumalite can make signs at \$7 per square foot, equivalent to about \$100 per sign.
- The Board discussed putting signs on permanent XC jump, rather than a schooling jump, or a bench outside an arena. Most board members prefer this rather than paying for advertising in program. Not all organizers put signs on their jumps.
- Money is included in the budget for this; decision tabled while more information is gathered.

New/Unfinished Business: Lacey Cloud has proposed to fund a new NTEA Year-End Award to honor her deceased mares. This was discussed, along with a proposal to formalize the criteria for a ‘Founders Award’ which was given in 2009 to Jan Michie. A decision was tabled to the next meeting.

Adjourned: 2:00 pm