

**Northeast Reining Horse Association, Board of Directors Meeting
Home of Dirk Winkelhake, Bolton, CT
Saturday, February 12, 2010**

Board Members in Attendance: Dirk Winkelhake, Karen Black Clark, Candy Conway, Michele Whitney, Cathy Nevitt, Dan Whitney, Kristin McKeon

Board Members in Absence: Michelle Robertson, Geri Wasylak, Sheli Senecal, George Riden, Dennis Tito, Jennifer Johnson

- I. **Call to Order:** The meeting was called to order by NERHA President, Dirk Winkelhake, at 10:11 am.
- II. **Approval of Minutes:** Michele Whitney made a motion to accept the meeting minutes of 1/29/10. Karen Black-Clark seconded the motion; minutes were approved.
- III. **Financial & Budget Report:** The NERHA Board of Directors receives and reviews detailed financial reports monthly and at all Board Meetings; this information is considered confidential. If you are a member and would like more information, please contact the NERHA Treasurer.
- IV. **Open Board Positions:** Dirk reported that George Riden has submitted his resignation from the Board, leaving the Affiliate Director position open. The Board will continue to explore options for filling the open position.
- V. **Old Business –**
 - A. **Newsletter** - The first quarter newsletter was sent out and has been well received. Although the advertising revenues did not cover the cost of producing and mailing the first newsletter of the year, the Board is evaluating the fees we charge for advertising in order to meet our breakeven goal.

It has been recommended that we reallocate a portion of the Platinum, Gold, Silver and Bronze level sponsorship income to cover the advertising component of the sponsorship entitlements. Michelle Robertson has been asked to come up with a proposal on how to assign costs for advertising due to sponsorship entitlements to the newsletter budget.

Candy Conway was asked to look at how we can allot a portion of membership dues to attribute to the actual costs of the newsletter.

We agreed on the following increased rates for the newsletter advertising:

	<u>Member</u>	<u>Non-Member</u>
• Front Cover	\$200	NA
• Front Inside Cover	\$100	NA
• Back Cover	\$125	NA
• Back Inside Cover	\$100	NA
• Colored Page	\$ 85	\$135
• B/W page	\$ 40	\$90

- B. **Memberships** – The Board decided that both riders and owners must be a member of NERHA in order to qualify for any additional prizes given out at NERHA shows. The owner must be a member of NERHA in order to get the club rates for stalls and camper spots at NERHA shows. Non-members will be charged an additional \$10 per stall and \$10 per camper spot.

Kristin will work on a "Membership Welcome Package" (CD-ROM) that we can hand out to potential new members.

Dirk will work on a proposal for a membership exit interview form to understand why people are leaving the club.

C. Sponsorship entitlements – The Board reviewed the current sponsorship entitlement information posted to the website and published in the first quarter newsletter. It was decided to make the following changes: remove the following bulleted items:

- Remove the bullet "Commercial display space with draped concession merchandise table" from the Platinum level.
- Remove the bullet "Listing on Sponsorship sign displayed" from the Platinum, Gold, Silver and Bronze levels.
- Remove the bullet "Display of corporate logo on Affiliate team apparel" from the Platinum and Gold levels.
- In lieu of a Sponsorship sign, the most current list of sponsors will be printed in a flyer format and be available at each show as part of the registration materials.
- Amend the corporate banner bullet to read "Corporate-supplied banner displayed" for each of the sponsorship levels.
- Correct a typo; the word "complementary" to "complimentary" for the Platinum and Gold banquet tickets bullet.

In addition, the Board will explore preparing an updated CD to play at each show with sponsor announcements.

Dirk will follow up with Dave Hodges on their sponsorship contributions this year.

D. Show Updates – The first show date has been changed to April 16 – 18, 2010, and the location has been moved to Falls Creek Farm in Oneco, CT. The contract and deposit has been sent. We are working with Falls Creek management to try to reduce the increased dragging fee that was instituted this year. Dan Whitney has offered to bring his tractor and drag, and that offer has been forwarded to Falls Creek.

Dirk, Dan and Karen will schedule a meeting to talk with Henry at Topsfield in order to try to negotiate some reduced pricing at that facility.

Judges for all of the shows have been verbally confirmed, and all judge contracts have been sent out. The judges for the first show, Frank Granich and Brian Maxwell, have already returned their contracts.

We will need tack/clothing vendors for the first two shows and the last two shows as Kathy Burgos has prior commitments for those dates. It was agreed to contact Clayton, Bud Bishop and Allie's to see if there is availability.

Karen is working with a photographer who might be able to cover all of the shows except Northampton. Waltenberry will be providing both photo and video at the Northampton show.

The schedule for the first Oneco show was finalized. The schedule for the first Topsfield show was also reviewed, and will need the show manager approval to finalize. The Board is continuing to evaluate the schedule for the second show at Topsfield to account for the anticipated increase in entries as well as the addition of a Snaffle Bit class and the Pro-Am tournament.

All show managers are responsible to make sure that campers will be counted and charged for accordingly.

- VI. **Next Meeting Date** – The Board will meet next at Mead Brook Farm in Jaffrey, NH at 11 am on Sunday, March 7th.
- VII. **Adjournment** – Motion was made by Cathy Nevitt to adjourn; Michele Whitney seconded the motion. Meeting adjourned at 2:10 pm.