

Northeast Reining Horse Association Board Meeting Minutes
Conference Call
Tuesday, April 21, 2009

Board Members in Attendance: Candy Conway, Judy Galipeau, Sheli Senecal, Michele Whitney, Cathy Nevitt, Geri Wasylak, Carrie Austin, Lois Gaetz, Dirk Winkelhake

Board Members in Absence: Michelle Robertson, George Riden, Dennis Tito, Barry Sanborn

- I. **Call to Order:** The meeting was called to order by NERHA President Candy Conway at 7:07 pm.
- II. **Approval of Minutes:** The Board of Director's Meeting Minutes of 3/21/09 were not presented for approval as they had not yet been distributed for Board review. Minutes will be sent out and approved via email.
- III. **Introductory Comments (Candy Conway):** The Spring Spin is over and the show looks to be successful. 130 stalls were booked; 25 were tack stalls. In 2008, 134 stalls were booked; 30 were tack stalls. There were 14 that trailered in for the day; in 2008 there were only 7. We had 50 more entries and 30 more runs than we had at last year's show.

There are no changes for the Summer Prelude in Topsfield, however there will need to be some scheduling changes for the Falls Creek Slide in Oneco for June so that we are not showing as late on Sunday. Candy will be speaking with the Judges regarding increased coverage. Any changes will be updated to the flyer.

- IV. **Financial & Budget Report (Michelle Robertson)** – The association started the 2009 year with \$64,000 in the treasury; year-to-date expenses have totaled \$15,000. In April we spent \$6,600 leaving a balance of \$49,000 in the treasury. Preliminary numbers indicate that we made a profit on the Spring Spin, almost \$2,000 more than last year. Final numbers will be reported in May.
- V. **Show Committee (Candy Conway)** – See General membership minutes from 4/18/09 in addition to what is below.
 - A. **Northeast Classic (Northampton, MA)** – Candy, Chris Allen and Michele Whitney are still working on the format for the Pro-Am tournament and will finalize shortly. A Calcutta will be run for the Pro-Am. Calcutta proceeds from the Pro-Am will go to the NERHyA.
 - B. **Maine Event (Skowhegan, ME)** – There will be no AQHA classes; instead there will be paid warm-ups.
 - C. **Super Slide-In (Northampton, MA)** – We will run Level 1, 2, 4 for the Derby; there will be no Level 3. This will save money and allow for additional added money.
- VI. **Youth Update (Michele Whitney)** –
 - A. **Clothing** – The new “got sliders” t-shirts sold out. There are 8 regular shirts left with nothing on the back that will be taken to have the “got sliders” saying put on them. The new jackets went over very well; Michele has the pre-ordered jackets that she will deliver at the clinic and at the Falls Creek Slide show. Two of the jackets will be given as gifts to Jared Leclair & Ben Gerst at the clinic. The Spring Spin stall raffle

made \$85 and the winner was Leslie Brooks; the 50/50 made \$137 and was won by Rene Gagnon.

- B. Volunteers – Michele made the recommendation that a Gate/Scribe Committee Chair should be reinstated. This was previously held by Liz Pino. There should also be recognition for volunteers. Candy said she would ask Dennis Tito to handle the recognition program.
 - C. Coffee Hour – Michele Whitney and Karen Black-Clark have generously offered to sponsor a morning “coffee-time” during the Falls Creek Slide, Northeast Classic and Super Slide-In. If all works well this is something that may continue next year.
 - D. Silent Auction – Michele is looking into a silent auction with theme baskets as another youth fund-raiser.
- VII. **Sponsorship Update** (Dirk Winkelhake) – We are continuing to work on getting division, individual and corporate sponsorships. We have ended the survey and Dirk will compile all the data for review.
- A. Sponsors – The Hodges are sponsoring the same as last year. Continental Saddle will be donating one saddle. Siering Bit makers will donate one pair of custom spurs. William Hollister is a platinum sponsor. Also receiving donations from Poulin Grain and Orchard Trailer. Michele Whitney reported that Jim Blumer is sponsoring the Morrison for the youth derby. Whitney Trucking is sponsoring added money for the Oneco and Northampton shows. Dirk is also working on getting a second saddle from Continental Saddlery. Duane Hicks is thinking of donating a free breeding. There was additional discussion about contacting other breeders to see if they wanted to sponsor with a free breeding.
- VIII. **Magazine Update** (Carrie Austin) – The next issue of the Magazine is coming out for May/June. The deadline for submission is 4/25/09. Carrie will also be writing an article for the Reiner “on the rail” and we will be looking to publish in the Yankee Pedlar and Equine Journal. The Pedlar is also featuring Dan Sanborn in their “Western Profile” section. Carrie has also been contacted about articles for MA Horse.
- IX. **Website Update** (Sheli Senecal) – Sheli presented a recommendation to proceed in hiring Karin Hinzmann to the Board as our web developer. The association has about 30+ pages/items on its current site; based on that the cost would range from \$900 to \$1,800 for development. The vast range is due to how complex a page may be to develop (i.e. registration forms vs. simple text). There is also a \$100 setup fee for the home page and \$150 for site and logo design. There has been very good feedback regarding Karin’s work throughout the affiliate reining groups and her prices are very reasonable. Candy Conway asked for a motion to proceed with hiring Karin as our web developer with a cap of \$2,000 for expenses. Cathy Nevitt made a motion to approve; Lois Gaetz seconded the motion. Motion carried.
- The floor was opened for discussion on the subject. One comment was made that the cost seemed very reasonable. It was put to a vote; it was unanimous in favor and passed. She will work with Karin Hinzmann and the website committee to develop a new website.
- X. **Online Updates** (Sheli Senecal) – The bulk email system that the association has been using for its online updates is no longer functioning. The system was designed to handle 50-150 email accounts; we current have almost 800 email accounts that we send to. Sheli has been researching online vendors to replace the current system and received

some feedback from the NRHA on the vendor they use (Campaign Monitor) along with another vendor called Constant Contact. Constant Contact provides better pricing for a group or size and also provides discounts for pre-payment and non-profit status. In addition to bulk email they also provide online survey capabilities. There is a 60 day free trial period then the annual cost would be about \$225 for both the email and survey functions. Candy Conway asked for a motion to proceed with the trial period of Constant Contact and cap costs at \$250 per year. Carrie Austin made a motion to approve; Cathy Nevitt seconded the motion. Motion carried.

Floor was opened for discussion on the subject. A question came up as to whether or not the survey component could be used for online silent auctions or annual elections. This is something that Sheli would have to research. It was put to a vote; it was unanimous in favor and passed. She will test Constant Contact using their 60 day trial. If all is successful Constant Contact will be our new bulk email and survey vendor.

- XI. **Clinic Update** (Lois Gaetz) – As it stands there are 6 participants for Saturday and 4 for Sunday. If we do not get 10 riders for each day we could be looking at a \$2,500 to \$3,000 loss. Candy is making phone calls to see if she can find additional riders. We will also ask those coming on Saturday to possibly stay for Sunday.
- XII. **Show Secretary/Membership Update** (Cathy Nevitt) – Members need to be reminded that it is their responsibility to check their eligibility and earnings with NRHA. There were several members who were fined for running in classes that they were no longer eligible for. NRHA does not automatically notify members of a change in their eligibility; they must check this themselves in the Member's Only section of the NRHA website.
- XIII. **Affiliate Update** (George Ridden) – Nothing to report.
- XIV. **Old Business** – None.
- XV. **New Business** –
 - A. Member Survey – Dirk will provide survey result for the next issue of the magazine.
 - B. Magazine Distribution – Change the membership form so people can choose how they receive the magazine; paper vs. online. If they choose paper there will be a charge for it. Candy will check the By-laws to see if there is anything relating to the distribution of the magazine for possible implementation next year.
 - C. By-Laws – A Nominating committee needs to be setup for elections.
- XVI. **Meeting Schedule** – Our next meeting will again be via conference call in May. Date and time to be determined.
- XVII. **Adjournment** – Meeting adjourned at 9:42 pm.