

**Northeast Reining Horse Association, Board of Directors Meeting
Conference Call
Wednesday, August 26, 2009**

Board Members in Attendance: Candy Conway, Michelle Robertson, Sheli Senecal, Michele Whitney, Cathy Nevitt, Geri Wasylak, George Riden, Judy Galipeau

Board Members in Absence: Lois Gaetz, Carrie Austin, Dennis Tito, Barry Sanborn, Dirk Winkelhake

- I. **Call to Order:** The meeting was called to order by NERHA President Candy Conway at 7:03 pm.
- II. **Opening Remarks:** Candy Conway thanked all who helped with the 2009 show season. In all there were 10 shows; the exhibitors and vendors were very happy and the judges were very complimentary. The Slide-In results have been sent to NRHA and will be posted to the website shortly.
- III. **Approval of Minutes:** The Board of Director's Meeting Minutes of 7/1/09 were sent to the Board and approved via email.
- IV. **Financial & Budget Report** (Michelle Robertson) – The NERHA Board of Directors receives and reviews detailed financial reports monthly and at all Board Meetings, and considers this information confidential. If you are a member and would like more information, please contact the NERHA Treasurer.
- V. **Youth Update** (Michele Whitney) – The chuck-a-duck had good participation as did the other youth games. Congratulations to Caleb Connor on winning the chuck-a-duck and his grandfather Dave Hodges, for purchasing it. A big thank you goes out to Teri Sanborn for helping at the Slide-In, she was invaluable! Things need to change for next year. Parents need to be more involved in the youth activities and there needs to be a new way to sell merchandise. Overall people were happy with the selection, quality and prices of the merchandise, however sales were not good this year. We need to find a way to sell the remaining stock.
- VI. **Sponsorship Update** (Michelle Robertson) – We received a total of \$22,615 in sponsorship money, about 95% of this came from our members. We fell just short of our goal of \$25,000 for this year but did surpass our sponsorships of \$20,000 in 2008. A huge thank you goes out to our 2009 Platinum sponsors; the Whitney Family, Dave and Joanne Hodges, and Bill and Martha Hollister.
- VII. **Magazine Update** (Michelle Robertson) – The magazine should be going to the printers on 9/3/09. The following items are needed; the nominating committee, available board and director positions, membership information, a sponsors list, minutes from the August meeting along with any additional articles. Carrie has the ads from Toby Tyler for the front and inside cover, MDS Farms for the center and Whitney Trucking for the back cover.
- VIII. **Website Update** (Sheli Senecal) – The site is about ¾ of the way completed. Things have gotten stalled due to vacations and shows but have started back up again. Candy has the Mission and History that need to be updated for the site and Sheli is working on cleaning up the content and organizing the site so it has a better flow and things are easier to find.

- A. **The Tailgate** – The numbers for the Tailgate are not impressive. There were 751 email addresses initially loaded into the system when we went live with Constant Contact. Since then we've had 36 people sign up for the Tailgate; 195 email accounts have been removed due to bounce backs and undeliverable emails. At this time we have a total of 592 active email accounts signed up to receive the Tailgate. However, on average, about 33% of the emails going out are being opened. One of the big questions is who do the email accounts belong to? In the old system it just asked for the email address and no other information. With Constant Contact we are able to gather that information. It may be that we need to shut down all email accounts and start new. This would happen when the new website goes live. This would allow us to gather the necessary information, clean up email accounts that are active but not being used and lower our costs for the total number of email accounts being sent to. This will be open for further discussion.
- IX. **Affiliate Update** (George Riden) – Stalls have been ordered for the Affiliate show. There are 24 exhibitors going with 28 horses. The vests have been ordered and Michelle Robertson will bring them down with her. Exhibitors know to complete the following details for themselves; pre-order their own shavings, pre-order their own campsites and pre-order their own golf cart (if they want one). The number(s) to call are 859-233-9702 or 859-621-8927. Those competing do not need to pre-register for their classes *UNLESS* they are competing in the Futurity.
- X. **New Business** –
- A. **Year-End Buckles** – Michelle Robertson will be ordering the buckles for those divisions that are eligible. Cathy Nevitt has the year-end standings that she will be sending to Sheli for the website. We will also look at giving something for the Lead-line kids.
- B. **Annual Meeting** – The Annual Meeting will be held on Saturday, October 17, 2009. More information to come.
- C. **2010 Board Positions** – The Board recommended slate of Officers for 2010 is as follows; Karen Black-Clark, President; Cathy Nevitt, Vice-President; Michele Whitney, Treasurer; Sheli Senecal, Secretary.
- D. **2010 Open Director Positions** – Banquet & Meetings; Youth; Clinics & Events; Memberships; Volunteers; Magazine. Dirk Winkelhake (Sponsors), Dennis Tito (Membership Liaison) and George Riden (Affiliates) each have 1 year left in their terms and so shall remain.
- E. **Another Show** – There has been some feedback from the membership that they would like to have a fall show since the season ended early this year with The Maine Event being moved to July. It was discussed that a non-approved show could be run the weekend of October 17th. There could be a series of morning clinics were those that sign up can then run a pattern and have a one-on-one evaluation with the judge. To encourage participation and attendance, the Annual Meeting could also be held Saturday evening. Plans were also discussed for including some fun things such as pumpkin carving, pumpkin painting, hay rides and a pot-luck dinner. On Sunday, jackpot classes could be held for youth and short-stirrup, green reiner, rookie, non-pro and open. All costs for this show would have to be covered as we are already looking at a loss for this year. Candy will look into this with Falls Creek to see if anything can be arranged. It was suggested that at least the youth class be NRHA approved; this will be looked into as well.

- XI. **Meeting Schedule** – The next Board meeting will be held after the affiliate show. It will be another conference call on September 16, 2009. Additional information to follow.
- XII. **Adjournment** – Meeting adjourned at 8:05 pm.