

**Northeast Reining Horse Association, Board of Directors Meeting
Conference Call
Sunday, December 13, 2009**

Board Members in Attendance: Dirk Winkelhake, Karen Black Clark, Sheli Senecal, Candy Conway, Michele Whitney, Geri Wasylak, Cathy Nevitt, Jennifer Johnson, Dan Whitney, Dennis Tito

Board Members in Absence: Michelle Robertson, George Riden

- I. **Call to Order:** The meeting was called to order by NERHA Vice -President, Karen Black-Clark at 1:07 pm.
- II. **Approval of Minutes:** Geri Wasylak made a motion to accept the Annual meeting minutes of 10/17/09 and the Board of Director's meeting minutes of 11/15/09, Candy Conway seconded the motion. Minutes were approved.
- III. **Financial & Budget Report** (Michelle Robertson) – 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. **Old Business –**
 - A. **Annual Banquet** (Geri Wasylak) – Invitations have been sent and everything has been ordered. The hotel still needs the final count. Geri will be contacting Eight Generation photography for a quote and will also be speaking with some NERHA members to see if they are interested in taking candid photos of the banquet. Candy Conway will be contacting Chris Allen to see if he will donate printing service for the banquet programs.

The Board will be holding a Director's meeting before the banquet from 1-5 to finalize information on the first three shows. Jen Hoyt from the NRHA will be a special guest at the meeting and will be discussing the new Green Reiner program.

- V. **Website & Communications** (Sheli Senecal) –
 - Responsibilities of the NERHA Secretary – In addition to the secretarial duties, the Secretary is also responsible for the website and all communications. This includes but is not limited to website administration, on-line communications and surveys (the Tailgate), written communications (letters, documents, announcements, flyers etc) and forms. The goal with any communication, whether it's on-line or written is to present a professional, well put together association. The Board agreed that any person creating an online or written communication should send a draft to Sheli Senecal for review to ensure constancy.
 - The Tailgate – Currently our subscription to Constant Contact, our vendor for the Tailgate, is for 500 to 2500 contacts (we have 590 contacts) which costs us \$252 per year. For the last three issues only 185 to 206 people, roughly 33% of our contacts, have viewed the Tailgate when sent. My recommendation is to send out two notices letting people know that if they want to continue receiving the Tailgate they must update their subscription. By doing this I believe we can reduce our contacts to below the 500 threshold and reduce our costs to \$126 per year. The Board agreed that the contact list should be cleaned up and was agreeable to sending out the two notices.

- Updating Website Pages – Sheli reviewed the pages and information on the website that will need to be updated for 2010. They are the Sponsorship Division costs, NERHA Magazine costs, Show Information and the NERHyA 2010 Board members. Sheli will contact each Board member responsible for updating the information so the site is up-to-date by the end of January 2010.
- Online Advertising – Sheli recommended that any person wishing to advertise online should do so for free. After some discussion the Board agreed that any classified advertisement is free for members and will remain \$5.00 for non-members. All classifieds will be listed both online and in the quarterly Newsletter.
- Online Meeting Minutes – In order to post the NERHA meeting minutes online, a statement must be approved for the Treasury section as actual financials will not be posted. Cathy Nevitt made a motion to accept the following statement, Candy Conway seconded the motion. The new statement was approved.

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- Show Pictures – Now that we have updated the website we have a new photo page. Sheli recommended that we either contract with our photography vendors for candid’s at the shows or find a member to take photo’s for us. Karen Black-Clark recommended Wanda Tothier-Hill. Karen will contact her to see if she is interested.
- NERHA Logo – Sheli has recommended that a “letterhead logo” be created. The option is to either update what we have now with the new logo horse or create the same design style using the new logo and the same font. She will send out the document showing the options and will put it to an online vote.

VI. **Sponsorships** (Jennifer Johnson) – Jennifer has been working with Silverscreen printing in Greenfield, MA for our sponsorship banners. Anyone wishing to purchase a Banner Sponsorship will have a 3’ x 5’ banner created for them which will be hung all each show during the 2010 show season. The cost of a new banner is \$300 and to renew the Banner Sponsorship it will be \$200. Jennifer has also sent out letters to a number of vendors in the Topsfield area and the response has been very good. We are well on our way for the 2010 sponsors.

VII. **New Business** –

- A. **Show Managers** (Karen Black-Clark) – The following people have volunteered to be a show manager. Dirk Winkelhake will be the show manager for the Spring Spin; Jayne Mount will be the show manager for the Summer Prelude; Karen Black-Clark will be the show manager for the Independence Classic.

Cathy Nevitt will continue to take stall reservations for the shows and Karen Black-Clark with help in setting up the stalls.

Since we are holding three consecutive shows in the Topsfield area, Dirk has asked Geri to work with area hotels to see if we can get better rates on hotels.

- B. **Shavings** (Karen Black-Clark) – Karen has recommended that bulk shavings be ordered for the first four shows. In doing this the NERHA will get a better rate on shavings that will be more affordable to our members.

In 2010 a new process will be put in place; two bags of shavings will be placed in each exhibitors stall as part of their stall fee. We project that the stall fee will go up \$10 to accommodate the cost of the two bags of shavings and the labor for delivery. If an exhibitor does not want the shavings, it will be their responsibility to return the shavings to the truck and get a credit receipt. That credit must be shown to the Show Secretary to be taken off of your show bill. The reverse is necessary if an exhibitor would like additional shavings; they must get the shaving themselves, get a bill receipt and then bring that to the Show Secretary to have it put on your show bill.

- C. **2010 Class Scheduling** (Dirk Winkelhake) – There was much discussion around which classes to offer at our shows this year. It was decided that;

- The 10 NRHA classes will be offered at all the shows
- Novice Horse 1 and 2 will be run at each show. At the first three shows, the first slate added money will be \$250 and the second slate \$500. At Northampton the first slate will be \$500 and the second will be \$1,000.
- Green Horse, Ladies and Gents will only be run once at each show
- Ladies and Gents will not run concurrently but a combined limit of 50 will be set.

The show managers would also like to standardize the class list at the first three shows. The general consensus will be that Green Horse, Ladies and Gents, will be run on the first day. The youth classes will be the first class of Saturday and Sunday. It is also possible that the short stirrup class will not follow the Youth classes. All Non-Pro classes will be run concurrently. This standardization will not be in place for Northampton and will change for the last two shows.

The next step for the show mangers will be to contact judges. Candy Conway put out the names of Rod Miller, Bob Saltis and Eddie Kridge as possible judges. She also recommended that we look at regional judges since they are more cost effective. However, we'll need to be careful that exhibitors are not impacted by any regional judge chosen that may be their trainer.

VIII. **Next Meeting Date** – Saturday, January 9, 2010, Holiday Inn, Boxborough, MA, 1 – 5 pm

IX. **Adjournment** – Motion was made by Michele Whitney, Karen Black-Clark seconded the motion. Meeting adjourned at 3:37 pm.