MINUTES OF THE MIDWEST
DRESSAGE ASSOCIATION BOARD
January 6, 2016   6:30 PM

Held at White Horse Inn Restaurant
Metamora, Michigan

Board members in attendance: Chair Will Davis, Ingrid Baranski, Tom Bird, Lisa Machala, Beth Schaub, Lisa Howle, Julie Fleming and Denise Gentile

Guests: Barb Reis, Tanya Grant, Dave Schaub

The meeting was called to order by the Chair at 6:30 PM

Comments from the Chair: none.

Secretary’s Report: Tom Bird presented the minutes from the December 2, 2015 board meeting. Copies of the minutes were previously emailed to the board for their review and comment. Motion by Tom Bird that the December 2, 2015 minutes be approved. Seconded by Lisa Howle. Approved by voice vote.

Treasurer’s Report: Lisa Howle reported that she sent out three reports for the Board to review as well as the profit/loss statement for the month of December. She stated her concern, that not being an accountant, she could not include in the annual report a full accounting for the past year. She said that the accountants will be reviewing the books in preparation for the IRS return as required by the MDA non-profit status. The membership will have access to that report. She said that for the 2015 year the estimated expenditures exceeded revenues by $8,039.34. The current checkbook balance it $18,800. Motion by Tom Bird to accept the December 2015 financial report. Seconded by Denise Gentile. Approved by voice vote.

Committee Reports:

Memberships: Julie Fleming reported that the new and renewed membership is currently 112 with 37 professional, 63 adult amateur, 9 juniors and 3 life members. She commented that last year, renewal reminder post cards were sent out to individuals that had been members within the past five years. There were about 900 entries on that list and the cost of mailing was $336. Discussion focused on getting new quotes for a mailing decision at the next meeting. She also asked about membership logo pins, noting that there are not many left and whether the MDA should continue this practice. Discussion focused on the expense and whether another alternative might be suitable, such as MDA decals. Motion by Julie Fleming that the pins not be reordered. Seconded by Denise Gentile. Approved by voice vote.

Education: Ingrid Baranski said that she had spoken with some area dressage
professionals about the dressage boot-camp project and they offered their support for the project. Will Davis said that he would set the date and location for the boot-camp and noted the sessions would have to reflect a variety of levels in order to have a wide appeal to the membership. Barb Reis addressed the Janet Foy symposium and the general organization that will be needed, such as providing lunches for the auditors, securing riders of various levels, the fees for MDA members and non-members, publicity for the symposium (including event sponsors) and an afternoon reception.

Executive Committee: no report

Product Sales: Will Davis reported that there will be a year end report on product sales and there will need to be new product purchased for the new year.

Marketing and Promotions: Lisa Machala stated that the proof of purchase rebate program with Kalmbach Feeds, the maker of Tribute feeds, is now underway and the Midwest Dressage Association has a rebate account. She also reported on the continuation of the membership survey that and that there are now 180 responses. She said they will be tabulated for the annual meeting in January, 2016 and gave a brief overview of the results. She said that written comments were provided on about 50 returns and about half positive and half negative. She said that it would be useful to show the membership how their annual dues are allocated and that the survey results should be put on line for the members to read.

Awards Banquet: Denise Gentile reported that she has booked and made a deposit at the Addison Oaks Conference Center with a scheduled date of November 20, 2016 for the Awards Banquet. The center will hold the same price as in 2015 and the cost for attending needs to be set by the Board.

Professional Advisors: no report.

Nominations: Lisa Howle stated that the ballots have been distributed through the newsletter and returns will be accepted now and at the annual meeting later in the month.

Scholarship: no report

Awards: Beth Schaub presented the final awards budget and the cost was $3,034.01 which was $432.96 above the estimate. She said that were some unexpected costs for embroidery, ribbons and shipping. She asked for ideas about awards for 2016. There was discussion about the awards eligibility for riders on horses owned by non-MDA members. It was noted that for some USDF classes the horse also has to be a registered with the USDF to be eligible for an award.

Historian: no report

Directory: Julie Fleming said that she was looking for changes and updates for the directory with a target printing date of early April 2016. There was discussion on the
number of awards and qualifications for awards. There can be differences between the recognized shows where the standards are set by the USDF and the schooling shows where the MDA establishes the award criteria. The issue discussed was for schooling shows and classes for juniors and young riders and how the award criteria could encourage a greater level of participation. Motion by Lisa Howle that minimum qualification scores be eliminated for juniors and young riders for schooling shows to be eligible for annual awards. This action is supported by feedback seen in the recent membership survey. Seconded by Lisa Michala. Approved by voice vote. The discussion about by-laws and any changes would be a topic for the new MDA Board which will convene after the annual meeting.

**Newsletter:** Barb Reis stated that items submitted for the newsletter need to be printer and camera ready. She also noted that there is a lot of viewing of the electronic newsletter in addition to the hard copy that is sent to members. She said it may be time to address the issue of who wants just the electronic copy – something that would be a real cost savings to the MDA.

**Volunteers:** no report

**Video Library:** no report.

**Website:** Barb Reis said that the two concerns about the use of Pay-Pal and being able to renew memberships on-line are very complicated and as yet unresolved.

**Old Business:** Will Davis reviewed a letter to be sent to the members regarding the suspension of the MDA Bucks program. Motion by Lisa Machala that the letter be approved and sent to the current and past members dating back five years and that the letter be signed by the MDA Board and not just the chairman. Seconded by Beth Schaub. Approved by voice vote. Will Davis reminded everyone of the Annual Meeting at Cranberries in Davison on January 17, at 4:00 pm and that the annual reports would be presented at that time.

**New Business:** none

The next meeting of the new MDA Board will be on Sunday, February 7 at the Highland House on M-59 in Highland, Michigan at 2:00 PM.

Motion by Tom Bird to Adjourn. Seconded by Lisa Howle. Meeting adjourned at 8:25 PM.

Respectfully Submitted,
Tom Bird, MDA Secretary