

MIDWEST DRESSAGE ASSOCIATION

MDA January 2025 Annual Member/Board Meeting

Sunday, January 26, 2025 · 2 pm

Time zone: Eastern Standard/Detroit

Location: virtual

ANNUAL MEMBERSHIP MEETING

Attendees: Holly Zecchin, Katie Bratschi, Meghan Connolly, Mykal Roth, Alexandra Pollack

Members: Susan Roth, Beth Schaub, Valyn Dall, Jane Manfredi, Jordan Irwin

Board members not in attendance: N/A

Agenda:

- **Call to order at 2:03 PM**
 - **President's Opening Comments – Holly Zecchin**
 - Holly welcomes everyone to the Annual Membership Meeting.
- Annual Officer's Reports:
 - **Secretary Report – Katie Bratschi**
 - The BOD met a minimum of once per month. Most of these meetings were virtual, but we did aim to meet in-person at least once a quarter. Minutes are always available to the membership and are just a request away.
 - **Treasury Report – Holly Zecchin, Interim Treasurer**
 - Attached at the end as separate document
- Annual Committee Reports:
 - **Membership: Katie Bratschi**
 - We finished 2024 with 182 members. This consisted of 30 Junior/Young Riders, 27 Professionals (3 of these Lifetime members), and 125 Adult Amateurs. Our numbers have stayed similar over the past few years, and we hope to continue growing our membership through additional educational events and show opportunities.
 - **Education: Mykal Roth & Alexandra Pollack**
 - The MDA hosted two events this year and sponsored one clinic. The MDA tack sale in April had several speakers ranging from veterinary care to sports physiotherapy. The "ride a test" and "A Judges Perspective" weekend in June hosted Cheryl Connell-Marsh as the clinician. While it was attended by auditors on Saturday it was not attended enough to cover the cost. The clinic was full on Sunday for the Ride a Test portion. While the tack sale did bring in some money (\$80), the ride a test clinic broke even, and the Judges Perspective clinic was \$373.67 in the red. The feedback for the clinic was overwhelmingly positive and well received, but there weren't enough auditors to make it profitable. The MDA also sponsored the Karen Fulcher clinic hosted by Amanda Cramer. The

MDA paid for the clinician's airfare totaling \$442.95. The clinic was full of riders and well attended by auditors. The MDA plans to sponsor another clinic in the spring of 2025.

- **Marketing: Mykal Roth & Alexandra Pollack**
 - This year's budget was spent on restocking advertising items. We purchased sponsor banners, pens, and stickers with the MDA logo on them. Created and printed off MDA brochures for the Horse Expo. Joined the Michigan Horse Council and manned a booth at the Mid-Michigan Horse Expo in Lansing, MI. Total spent on marketing was \$663.99. There are plenty of items for 2025 and I don't expect to have to reorder anything except sponsorship banners.
- **Communication/Social Media/Newsletters: Alexandra Pollack, Mykal Roth, & Meghan Connolly**
 - This year, Alexandra took the initiative to keep the MDA community informed by regularly updating the MDA website. Efforts ensured that our members were kept up-to-date with news, upcoming events, and relevant announcements, helping to maintain an engaged and informed membership base.
 - Facebook communications were utilized during the year for opportunity notifications and event reminders. An effort was made to post something weekly whether it was reminders, notifications, thank you/congratulation recognitions, or forwarded articles from The Dressage Foundation or USDF. There was no negative feedback or discussions via Facebook.
 - Meghan worked hard on the newsletter, completely reformatting it and getting great input from our members and local professionals. 8-9 of these went out in 2024 and next year we will probably look into condensing this into quarterly, as getting enough content was a big limitation.
- **Year End Awards: Holly Zecchin**
 - Holly Zecchin is the Interim Award Chairperson since Kelly Gilbert resigned in April. In 2024, there were 46 days of MDA Participating Schooling Shows, hosted by 10 farms or venues where MDA members could qualify for Year End Awards. This resulted in \$3,450 in show fee revenue.
 - This year there were 11 Schooling Show Champions, 3 Western Dressage Champions and 21 Recognized Show Champions. The MDA awarded embroidered coolers to Year End Champions and embroidered tote bags to Reserve Champions. The Year End award expenses, including prizes, ribbons, certificates, engraved plates, perpetual trophy and plaque engraving, and end of term gifts totaled \$6,303.09. This was more than past years as the board decided to upgrade the quality of Championship prizes from recent years as well as give Reserve Champion prizes this year.
- **Historical: Beth Schaub**
 - All records have been collected, sorted by subject, put in chronological order and placed in page savers then file folders. They are in legal size totes which are labeled and dated. MDA purchased a metal shelving unit where they are now placed.

- Gaps have been discovered. It seemed to be based on the years we switched from paper records to computer storage, then changed/updated computer storage programs. Some years there are few to no records other than award programs. Other years have only two and three copies of Board of Director meetings and the same for Newsletters.
- Each category has several unlabeled documents/pictures that I cannot fill in the where, who and what. They are filed in what I assume is the correct category in the section labeled “UNKNOWN” at the present time.
- Membership is always welcome to send in current or old photos, letters, articles, flyers etc.
- Any items sent to be placed in our records must be dated, where and what it refers to and if photos – who the people are.
- Currently I have a pile of 47 unlabeled photographs taken at MDA picnics and award dinners. The best I can assume is they are from the mid-1970s. I have been searching and talking to people for 2 years with no luck on names. If you feel you would be of help, please contact me.
- In progress projects
 - Project one - I am currently trying to contact Bloomfield Open Hunt to see if they possibly have any photographs, or copies, of the old trophies that are now in safe storage in Detroit. Those would be great to be able to show what they looked like.
 - Project two – Tables of contents are being developed with dates, what and where along with a 1-2 sentence description of what is covered in each document. This way if someone is looking for records having to do with a particular subject, they know which of the 12 totes to look in.
 - If desired copies of these Tables of Contents can be provided to members and the Board of Directors. “Why invent the wheel.”
- **Bylaws: Alexandra Pollack**
 - Committee chair, Beth Schaub, has resigned from the BOD. In a significant move to maintain organizational transparency and compliance, Alexandra proposed a vote for the membership to approve the separation of MDA’s bylaws and standing rules from other general programs. This initiative was aimed at ensuring both documents remained up to date and in strict compliance with regulations, reinforcing the MDA’s commitment to organizational integrity.
 - Vote Tally: 100% pass from the voting members at the banquet to move forward with this change
- **Professional Advisory: Alexandra Pollack**
 - Alexandra also engaged in a productive conversation with Will Davis and Tracey Rowe, discussing ways to enhance trainer involvement within the MDA. This phone call explored several initiatives and opportunities that could help attract and retain professional trainers, ultimately fostering a more robust and connected dressage community within the association.

- **Banquet: Meghan Connolly & Alexandra Pollack**
 - The MDA's annual banquet was a great success, held at the renowned Zehnder's restaurant in Frankenmuth, Michigan. The event went off without a hitch, providing a memorable and enjoyable experience for all attendees. It served as a fantastic opportunity for members to gather, celebrate accomplishments, and strengthen the MDA community.

- **2025 MDA Board of Directors**
 - Had no nominations this year, but did have two volunteers
 - Jordin Irwin to fill a 1-year opening
 - Valyn Dall to take a 3-year opening

The Annual Membership meeting is concluded at 3:07 PM, and the MDA Board of Directors will meet immediately following.

2025 BOARD OF DIRECTORS MEETING

- **Call to Order at 3:08 PM**
 - **President – Holly**
 - MIDWESTDRESSAGE.ORG emails & Google Drive Access
 - Need to get Jordan and Valyn set up with these
 - Only those with emails can access the Google Drive
 - Vice President – Mykal
 - **Secretary – Katie**
 - Monthly Meeting Practices- Agendas & Minutes Distribution
 - **2025 Board Meeting Schedule**
 - **February:** Sunday 2/9 @ 2 PM (Virtual)
 - **March:** Sunday 3/2 @ 1 PM (In-Person)
 - **April:** Sunday 4/6 @ 2 PM? (In-Person @ Clinic)
 - **May:** Monday 5/5 @ 7 PM (Virtual)
 - **June:** Monday 6/9 @ 7 PM (Virtual)
 - **July:** Monday 7/7 @ 7 PM (Virtual)
 - **August:** Monday 8/4 @ 7 PM (Virtual)
 - **September:** Monday 9/8 @ 7 PM (Virtual)
 - **October:** Sunday 10/12 @ 1 PM (In-Person)
 - **November:** Sunday 11/9 @ 2 PM (Virtual)
 - **December:** Sunday 12/7 @ 1 PM (In-Person)
 - Treasurer – Meghan
- **2025 Committee Assignments**
 - Membership – Katie
 - Education – Mykal
 - Marketing – Mykal
 - MDA ambassadors for show season
 - Banners for show organizers
 - USDF/GMO – Alex
 - Year-End Awards/Shows – Meghan/Holly
- **Open spots on Committees, to be assigned next meeting**
 - Newsletters –
 - Communication/Social Media -
 - Historical -
 - Bylaws & Standing Rules –
 - Nominations –
 - Volunteers -
 - Professional Advisory –
 - Banquet –
 - Grants -

Holly motions to adjourn, Katie seconds, meeting adjourns at 3:43 PM. Next meeting is Sunday, February 9th at 2 PM and will be virtual.

MIDWEST DRESSAGE ASSOCIATION

2024 Treasures report

	<u>January 1, 2024</u>	<u>December 31, 2024</u>
Checking	\$10,463.58	\$ 8,990.36
Savings	\$ 9,812.07	\$ 9,813.04
PayPal	\$ 622.87	\$ 5,190.80
CD	\$ 7,379.58	\$ 7,544.68

Total Available \$31,538.88

Education Fund \$10,777.67

General Fund \$20,596.11 (\$777.66 to Awards)

Total 2024 Revenue \$ 16,122.47 **

Total 2024 Expenses \$ 17,595.69

2024 Net Income/Loss -\$ 1,473.22

*** Does not include PayPal balance which will be included in 2025 Revenue based on bank statement activity.*