

NHDEA Board Meeting

January 26th, 2024

Present: Nancy, Lindsay, Ellen, Susan, Jim, Laura.

Dec meeting minutes: Change 9/10 to 8/10 and add Susan's comment about Laura Stockfish running a ride review ride in Dawn Frasier, Pepperell, this didn't make the minutes at the end of the meeting. Nancy moved to accept the Dec minutes, Susan seconded. Minutes approved as edited.

Treasurers report: USEA has not published financials since July 2022. If NHDEA is an affiliate member of the NHDEA, we become affiliate of USEA, which offers benefits. Have added this because there wasn't much benefit to be a member of USEA. Lindsay moved, Nancy seconded, approved the treasurer report.

Membership report. NEDA has 197 new members, we have 8 new members. NHDEA has 10 board members and 8 members at large. We need someone to take on a membership drive. Membership tends to increase when show season starts. Entries have gone out for the April show and a discount is given for NHDEA members, but applications don't open until March 17. Jim has asked USEA how much it will cost to get a list of USEA members that cover our zip codes. Has not heard back yet. We should also ask the USDF. Put together the zip codes of the Merrimack Valley and seacoast area, and find out what it costs to get these list. Jim has mail Chimp and we can start sending out marketing emails. Jim will contact Susan. We got a few new members in the combined test last year bc there was a significant savings on the entry fee for members.

Annual Meeting- date, location, speaker? Sam asked Kara if she was interested in hosting. Did we hear if Kara at Sea Star is able to host? If not, other venues? Abby Geick DVM from NEEM offered to speak on various topics. Kara at Sea Star Stables in Brentwood, was going to be asked to host the annual meeting there. But no feedback yet. Sam is on it. **We will defer this until next meeting.** Should we do annual meeting and awards in one meeting in Jan? Great idea but we may need to change bylaws to do this.

Social media idea to feature or highlight a board member each week. Who manages the Facebook page. Lindsay has access and started drafting things to post but wasn't sure about timing, needs a little more guidance. Can't advertise the rated show yet until Susan gets a license. We need pictures and a little blurb about each board member, explaining why we are doing what we do and why we think people should join NHDEA.

UNH 2 Phase/Dressage show update- Anything we can help with Jim? To get liability insurance, we need to call our show a combined test, not a two phase. USEA doesn't recognize two phase.

Update from Jim: moving along, likes UNH better this year, pretty casual, we have the date, wants to get the contract signed, but won't be able to meet until first week in Feb. Event entries setting up, an effective system that is free. Talking to Matt Mayberry about food trucks. Not the worst thing if we cannot provide food. Jim feels in a vacuum about sponsorships and funding, he doesn't want to hit up

those who have already been hit up. He has drafted a couple of sponsorship letters which he will share. Will get a bill from USEA to Susan. Graphic artists are making a flyer, will send out via email and ask barns to put the flyers up. Area 1 canceled meetings due to storm, won't be rescheduled in-person meeting, will have zoom meeting once all professionals come back from south. Jim will push from mid-Feb, will keep entries until Weds before the show. Would like to have 75 total rides to break even, more than that will be profit. Had 64 rides last year came out a little bit ahead, but had good sponsorship, hoping to have the same this year.

What help does Jim need from us? Need enough volunteers on the day of competition. Jim will be reaching out when he needs help and advice on marketing. Posting on Area 1 is free, will cost \$150 to get USEA affiliate insurance coverage for the day. Last year, we didn't have entry forms until Mar 20 and still had a good turnout. As we get closer, he will need more help. Susan: Insurance covers board members for negligence, but what about volunteers? The USEA insurance covers anyone that is affiliated with the show, one the site, including volunteers. Susan: With NHDEA insurance, we are not covered individually, the insurance covers the organization. Jim: his farms will sponsor Sam Marcoux, photographer, to take pictures at the combined test and offer free of charge as additional benefit. Sam may or may not ride, too. Jim will provide a picture for the website that Sam took, she is a great photographer. Check out her FaceBook page to see her work.

Susan has already mailed a deposit to USEA for the combined test.

June 2 Schooling show – Judge? Susan has reached out to Bev, negotiated the facility for \$500 plus porta potties. Janet Briggs, has contract for \$400 plus travel. Susan had considered about Keith Armstead, but he didn't respond. Susan has reached out to the facility for rules, hasn't heard, but Laura S. needs to follow up.

UNH Rated Show, August: Update: Susan has a contract with Lois, \$600. Suzanna Hamilton in the back pocket, if we really needed her, she would come to our rescue, but she will bring clients. If her clients are showing, we need a different judge. Abby from Moose Hill Equine will do equine massage. Susan needs to double check on space, she will bring an easy up tent. Lindsay to clarify space needed. Will be charging a fee, so need to check to make sure vendors are willing to pay the fee. Susan can give Lindsay a letter to share with Abby. Thinking \$100, Susan would like \$200. Susan will draft a letter to go to vendors. Susan Irene Photography will do the photography for the rated show. No videos, people do their own videos on cell phones.

Update on food: will need to apply for a license from UNH and Durham. Matt Mayberry has significant connections with food trucks through out the Seacoast, so we can get food trucks at a lower rate. Looking right now for Apr show. Matt says some food trucks already have permits, Jim will check in with Matt in Feb. Susan reached out to Whoa Nellie, she wants \$1500, can secure the date. Right now, Jim is focusing on the Apr show to make it more profitable.

EMT for rated show? What is required? Jim doesn't know. At recognized events, need an EMT and ambulance on the day of cross-country. For dressage, just EMT on site. Had notified Exeter Hospital and UNH police for the show last year and they were all aware of the event, which is all that is required for a schooling show. EMT currently booked with Durham Fire Dept \$80-\$120 an hour. Susan has booked Durham FD but can cancel without penalty.

Volunteers needed for the following positions:

- Scorer & Office Assistant
- Scribes (currently have Lisa Smith, need 1 more & backup)
- Runners
- Ring Steward/bit/whip checker
- Warm up ring monitors
- Bit and whip checkers

Other show needs:

Back up farrier Rachel Romer as vet, Claudia Hart as farrier, Susan is getting hard copy contracts, back up farrier doesn't need to be on the site, just on call. Level 1. Vets will get free advertising if they work with NHDEA.

Water truck, still not resolved. Don't think the FD has the right vehicle, we can hook up to the hydrant, but we need to get the hose and spray water on the rings. Nancy will ask her husband. Some time FD will do it as training. Tentatively booked the FD as EMT, if we back then they may not want to do it for us. Let's post on FB that we are looking for a water truck.

Overhead PA system: might think about announcers. Not doing free style this year, but this could be a good incentive for riders, but may only get 4-5 free style riders. Nancy says lots of free style riders. There is a lack of shows that offer free style. But this is a lot of extra work and it will cost \$1500 for the announcer. At Mystic Valley, there was a speaker on the side and they ran the speakers themselves.

Food truck (currently booked with WhoaNellie BBQ and more, Dracut @ \$1500 minimum). Nancy has reached out to others who have food trucks.

Budget for rated show: lowest expense would be \$5,430 with modest gifts. Highest price would be about \$10,000. Income could be \$4500 (without sponsors) assuming 50 rides. Nancy, we should put a food or coffee ticket in each packet which would incentivize people to go to the food trucks. Encourage menus catered to sporting events.

USDF Instructor/Trainer Development Program/ USDF GMO Collaborative. **Defer to Feb**

Jump or dressage clinic? Board clinician suggestions. No discussion.

Advertising: Schooling and recognized events Show calendars are coming out. We need to make sure we are included.

Adding a leadline division at the June schooling show? Offering this class at a lower price? Great idea to offer for the June schooling show.

Directors and Officers Insurance. **Defer to Feb.**

New business: how do we get new members. Laura Stockfish was on task with this last year, Susan has an email list, Susan should send her list to Nancy.

Next Meeting Thurs, February 15th, 7pm, Location TBD (I pushed it back a week as this meeting was late)

Meeting adjourned 8:40 pm.