

NCDCA Board & General Meeting

Call to order 5:33pm

Attendance: Silja, Sandra, Didi, Lynn, Kelly, Denise, Kathleen.

Horse Expo

Silja was the only one who attended and was working the WDACO. Her view is that the event has moved to targeting more beginner riders. The vendors have grown in the past but the visitors numbers have appeared to shrunk. It was \$600 for WDACO to have a booth; many groups were unhappy with their booth space. So it not likely something NCDCA wants to look into booking a booth.

Treasurers Report

Feb. statement shows:

Main small business checking account: \$6,400.49

Rainy Day (Dover) account: \$3,000

PayPal account:\$50.00

The 1099 have gone out for Tamora and Robert Dover. It had to go to anyone we paid over \$600.

Lynn is still trying to activate the credit card and is waiting on checks. The bank says the order for checks went in on Feb. 3rd and is listed 'in progress' in their system. April at the bank called the customer service for Lynn to try to help things along. She gave Lynn a name/number but when Lynn called it, the call went to voice mail.

The bank the club originally opened up the account with has been bought out multiple times. Once we get all the accounts set again, the board would like to visit the idea of changing banks.

Google Workspace

There was a discussion on if the club should pay for the club to have a google workspace for club documents. It is \$12/month. The google workspace would be integrated with SquareSpace (where we house our website). It was decided to give it a try with payment as annually, not auto-withdrawal.

Obstacle Clinic - March 25th

The emails between board members seem like the clinic is filling up. To sign up members need to email Jody. Kelly will add that to the website. Silja texted Jody during the meeting and so far we have the following people signed up: Pati, Sandi, Lynn, Silja, & Andrea.

NCDCA Ride a Test - April 2

There are already 5 riders paid for the RAT and 1-3 that are interested by have not paid.

Website Clean Up

Our new website isn't coming up in search options as high as we would like. Kelly was able to get the website verified by google so that should help. On the website, there was some Search Engine Optimization (SEO) that happens on the backend of the website that Kelly worked on. The verification and SEO updates won't show up on search engines with the updates for at least 72 hours. Kelly needs to find where Didi's email address has a dot in it and fix it as well as have Andrea fix the new email address in the mail chip email blasts:
NorthernColoradoDressage@gmail.com (not association in the email address)

Social Media

There are 3 Facebook pages:

- 1) a personal, individual page created and abandoned about 10 years ago;
- 2) community page that has been the club's social media account;
- 3) public group that is the new group the club is trying to move to to revamp the social media and stay relevant as social media trends change.

We would like to get our members to move over to the public group. It is more functions that are useful for our club to stay relevant in the changing social media times. The Young Riders who presented at one of the 2022 fall meetings recommend we get a club instagram account.

Tack Sale

Andrea emailed the board a report on the tack sale before the meeting:

24 participants at \$10 = \$240.00

4 participants at \$25 = \$100.00

Silent auction = \$230.00 (waiting on another \$40 bid)

10% sales from participants = \$275.00

TOTAL = \$885 (includes \$40 not yet received)

Later discussion- how to attract buyers? Or do we give it a year off?

Andrea has already turned in volunteers hours have been turned in to RMDS

There were at least 2 other tack sales the weekend after and Hearts and Horses tack sale (advertised in newspaper) is this weekend so we may have some competition.

Andrea has sent thank you cards out and turned in volunteer hours to RMDS.

Meeting Places

The place Denise reported on last meeting now asks groups to spend \$500. There was discussion on going back to Origins or just going back to Zoom that centered around:

- 1) Members seem to still want the social aspect of the in person meeting;
- 2) We don't want to make up the difference between \$250 minimum and what club members spend on their dinner/drinks.

We decided to try our next in-person meeting at a club member's house. This will allow us to get the social aspect of meetings, allow potluck, drinks, and not pay money.

Next Meeting

At Silja's house* PotLuck

April 12th

5:30pm board meeting

6:30pm general meeting

*5100 Glen Dr.; Berthoud

Adjourned: 6:56pm