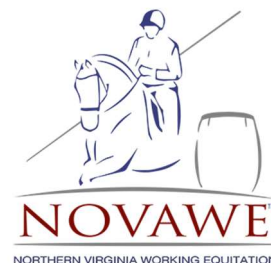


Board Meeting Minutes

28 July 2019 / 11:30 am / Stone Tower Winery

ATTENDEES

Biddie Lowry, Diane Hutchinson, Laura Guillaudeu



New Business

1. Treasury - Diane Hutchinson presented the Treasury Report: Updated today to include the 3 new members who joined at the Timber Dream Clinic. NOVAWE has \$1,670 in the bank. Income for July to-date is \$2,435 and Expenses are \$1,851 -- profit is \$583.97 (Includes start up working capital contributions of \$1,500)

	July		
Bank Balance	As of 7/27		
	\$1,670.00		
	July	July	Note
Start up Capital		\$1,500.00	Board members
INCOME			
MEMBERSHIPS			
Individual	12	\$480.00	
Family	0	\$0.00	
Business	2	\$200.00	
EVENTS			
Playdays	1	\$100.00	Redgate 7/26
Clinics			
Shows			
Demos			
LOGOWEAR			
Founding Shirts @(\$30)	4	\$120.00	
Logo Use @(\$5)	5	\$25.00	
Shipping & Handling			
DONATIONS to us	1	\$10.00	
OTHER			
Total Income		\$2,435.00	

EXPENSES			
BUS. START UP FEE			
Articles of Incorp.		\$75.00	DI
Non-Profit		\$600.00	DI
PROMOTION			
Logo Development		\$350.00	Biddie
Conf. Group Membership		\$100.00	Biddie
Banner		\$3.38	Laura
Website Hosting Fee		\$170.00	Gallop Web Service
Stall Covers		\$100.00	
Stickers		\$300.00	Estimate
LCEA			
DONATIONS to others			
National Show			
Prizes for Shows			
LOGOWEAR			
Founding member Shirts		\$63.60	Country Lane
Promotional Shirts		\$33.92	
POSTAGE			
Postage		\$25.13	Diane (to IRS)
TOTAL EXPENSES		\$1,851.03	
Variance		\$583.97	

Diane was not happy with the Google Sheets functionality and will transfer the Treasury Report into Excel. Also, Diane may be able to get a copy of QuickBooks on downloaded on her laptop at no costs and set up “books”.

On the July 27 Treasury Report a draft Income forecast was provided for August and September -- very conservative -- NOVAVE will need to determine 2019 event pricing and volume to be able to better project income.

- *Open Expenditure items: (Liability Insurance) -- Would like to buy (Donation to National Show; LCEA Membership; Dressage Cones)*
- *Board agreed to purchase two “promotional” founding member polo shirts in July and gift them to:
1.) Allison Reed, for donating her Bella Vita facility to NOVAVE for its August 18 member only play day and Kathi Watts, for having her Gallop Web Services set up our domain and Google listing and provide a NOVAVE Website Shell and web development support at no charge.
Gallop Web Services is only charging NOVAVE for the annual hosting fee of \$170.*

ACTION: Diane to get the PayPal link set up with the Bank ASAP

2. Membership - Laura Guillaudeu presented: To date we have 12 individual members and 2 business members.

- *A membership matrix has been established with two tabs (one for individual members and one for business members) to assign membership numbers and record details for each member.*
- *The Welcome letter, which includes the member’s NOVAVE #, is complete and will be sent to each of the new Individual members -- Laura will create a different version for the Business members and send to them.*
- *Laura will send the first transmission of the NOVAVE Membership Rosters (Matrix) (both tabs or combine to one sheet) at the end of July. It is to be sent monthly to the Confederation’s Membership Committee- Seth Marshall. His email is: seth@confederationwe.us. His phone number is: 918-960-1410. Send him info in a spreadsheet - first name, last name, email address.*
- *Mail Chimp - Share email contacts with Diane for compilation into one spreadsheet that Laura, can upload into Mail Chimp. Work with Kathi Watts to be sure we are leveraging the “tagging”*

functionality per best practices send our first “blast” to the total list, which will include them being able to “unsubscribe.”

ACTION: We (Diane) can modify one of our Countdown posts to be our first blast? What date do we want to target for our first MailChimp Blast?

LOGO WEAR - Discussed logo wear pricing. Finalized- Founding Member shirts \$30.

Country Lane charges \$10 to add the logo to “Speciality items” not provided by her. NOVAVE will charge \$5 to use the logo.

ACTION: Laura will follow up with Country Lane to confirm \$10 per item fee (\$15 for Saddle pads/\$25 for both sides) :Laura will adjust the Logo Wear Order form or create another one for Speciality Items.

ACTION: and propose NOVAVE charge her \$10 with our \$5 (total of \$15 for non saddle pad). Country Lane can bill us monthly or as often as she would like and we will pay her the embroidery fees. Later, using Country Lane’s catalog we will offer additional logo wear options.

ACTION: Diane will determine when/how NOVAVE we would pay the 6% sales tax on our items. Board has agreed to “eat” the sales tax, at least initially and not add it to the final price to members, to keep the accounting simple.

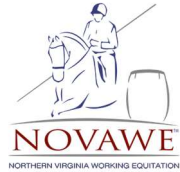
3. Secretary - *Diane*

- a. Sign & approve Bylaws.(done last meetings 7/12)
- b. Article V, Section 3 in the ConfWE Bylaws states that a recognized GM is responsible for reporting their activities to the Regional Director each month. Secretary will do this. The Regional Director is Kat Waters. Her email is: kat@confederationwe.us

ACTION: Diane will send report for inception to July 31 in early August.

ACTION: Diane will add all the horse groups to the press list: Clifton Horse Society and Nokesville Horse Society, BES, USTR, Pony Clubs to press release list. (added 7/27/19)

4. President - *All the Board Members had their laptops and Biddie reviewed each member's "view" of the Google drive and explained how the Files reside on the Shared With Me view. We also reviewed the Dropbox and are confident we are properly providing final Document preservation and also file versioning and integrity*



Board agreed to refer to ourselves an Organization, as opposed to a club:

Allison Reed is donating her farm Bella Vita to NOVAWE for a member only Play Day, scheduled for August 18th. (Free to members -- donations requested)

- NOVAWE Wed- Aug 7, 14, 21. (Entry form posted on Member Only FB Site -- \$5 to NOVAWE Members)
- Sept 14th - NOVAWE Clinic at BVS
- Cassanova/Warrenton Pony Club Presentation on Sept 7th - need a speaker,
- Sept Opening at ATT -- Saturday September 28th at 5:30 -7:30 BES Fall JPR next day 9/29
 - ACTION-- See if Pat Bresca would help us run video and/or slide show on laptops/screens (Diane will ask)
 - NOTE: Alli would not be available to participate -- she said only if it was held at 3 pm and Another Turn Tack wants it after 5
 - ACTION: Laura to see if her winery friends might "donate some wine"
 - ACTION: every think about how we might get "food" participation. Also we could do fruit /cheese, crackers etc. from Costco and maybe some appetizers -- need a budget -- maybe someone would fund the fund (sponsor(s)) Like Sam Reese (Realtor).
- Playday in Oct - maybe Oct 19th (Halloween theme) **OPEN to generate revenue -- Where? What facility charge would we have to pay if we had it at Bella Vita?**
 - BOARD agreed that NOVAWE will host a show Nov 9th for members (and friends?) to provide Kimberly Da Silva needed judging opportunities. (Biddie is working this, may try and secure the nice indoor for this)
 - OTHER: Open dates Sept 1, Sept 15 ;
 - Added 7/27/19 - have not heard back from Suzanne about PKing. Both Di and Biddie have contacted her. Next step is to contact Didi Lund. (Biddie)

SEE ACTION ITEM LIST ON GOOGLE DRIVE (Updated during meeting): In addition the ACTION ITEMS called out in these Minutes (in bold blue) the Action Item List was reviewed and updated. (On Google Drive). New Actions as of 7/28/19:

Create e newsletter		Diane
Contact GM Arizona and CO high country on how they charge for Clinics, etc.		Biddie
Contact Didi Lund to learn details of Sept. Patrick King Clinic		Biddie

Old Business *These items were covered on July 12, 2019-- The board had a short meeting and only got through part of this agenda -- on July 27th the Board had a second meeting and finished the Agenda items, which had been added to.*

1. Correct Minutes from 6-24-19
2. Accomplishments & review Action item status from 6-24-19 meeting (BL)

COMPLETE Filed Articles of Incorporation (DH)
 Bylaws
 Mission Statement

COMPLETE- Banner & Polo Shirts ordered & received (LG)
 created novawe.guillaudeu@gmail.com
 Created novawe.info@gmail.com.
 WORKING: Still learning about the MailChimp Program

COMPLETE Membership form finalized (BL),.
 Business Member Benefits - decided and approved by the board. Included on Membership form
 Dropbox shared account created, but will use only for files that are not sheets, docs, or slides.
 Most work will be done in Google Drive.
 COMPLETE Private NOVAVE Member's Group FB page created.

3. Tabled Items from 6-24-19 meeting:

Year-End Awards Program - Biddie will continue to work on this. (BL)

Benefits for Partner Shows and Schooling Shows for 2020 (BL/DH)

Newsletter name suggestions are in a file in Google Drive. Please look over and comment. (BL)

7/29/19 - Biddie Lowry approves minutes after making a few minor corrections.

