

# Board Meeting -

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07 December 2019 / 11:00 a.m.

## ATTENDEES

Biddie Lowry, Diane Hutchinson, Laura Guillaudeu

## AGENDA

### Items for Discussion:

- Board to discuss two new additional Board Members. How to select and who? Do we have any candidates? *Decided to Post openings with Position Descriptions on FB and with Mail Chimp Email – those interested to PM/contact Biddie and then Board will review, possibly interview and vote. Timeline goal have email out within a week and two new board members NLT January.*
  - Secretary and/or Volunteer Coordinator
  - Chair of Fundraising/Sponsorship Committee
- Discuss Committee Chair Authority *NOVAWE board will update Operations Manual to clarify roles and responsibilities so Committee Chairs can work more autonomously (Short of it: need board approval for expenditures and event dates, and report activities and plans at each board meeting or as appropriate)*
- Mail Chimp – Mail List and Communications Process and approval requirements? *Laura showed Diane and Biddie how to log in and add contacts and/or make a campaign. Going forward Mail Chimp will serve as NOVAWE's official repository for all email contacts for mailings. ACTION: Diane and Biddie to test and then start using for member and prospect communication.*
  - Need to write Mail Chimp blast Early Bird Membership (Action)
    - Include Gift Certificate
  - Need to Blast to Membership – Auction (Action)
    - Created Donation solicitation letter (Action)

- Set Recurring Facebook Posts for our events. How often? *ACTION: Biddie to investigate – all events should be “pulsed” several times, more frequently as they grow near.*
- NOVAWE Operations Manual –NOVAWE Event Requirements Review Pricing Guidelines
  - Discuss NOVAWE Branding of events (Tiered publicity and Pricing) (Action: finalize and update in Operations Manual so it can be shared.)

*Goal is to encourage and teach/assist others to “put on” clinics and events. ACTION: Diane to update the Operations Manual per discussion to distinguish four types of Event Hosts and associated publicity Tiers.*

- Other

## Committee Status Reports:

### Diane/Marketing

1. Marketing Committee Report:
  - a. Survey Results (Sent Monday FB, Mail Chimp Dec, 4)
  - b. Gift Certificate Campaign complete (thanks to Joanne Masterson and Kathi Watts). Mail Chimp blast out 12/6 and FB out 12/7
  - c. \$5 Membership Discount through 1/31/19 underway *ACTION: Diane to write blast for prospects for Laura to proofread – goal to get it out this week.*
  - d. February Bring a Friend campaign being planned
  - e. February 14<sup>th</sup> I Love NOVAWE Fundraiser – On-line Auction *Lead by Joanne with Stephanie’s support & coordination. ACTION: Diane to write draft of announcement for Membership and “solicitation” letter for members to use.*
  - f. March 17<sup>th</sup> LCEA Equine Expo *Board will solicit help from membership.*
    - *Raffle Garrocha pole (Diane to order)-collect names/email*
    - *Make vision board and bring video (Diane)*
    - *Order more Decals (and cut the centers out of the old ones)*
    - *Get table cloth and some sort of candy or ???*
    - *Biddie brings two chairs and table, extension cord.*
    - *Laura brings tablecloth.*
    -
  - G. Instagram - You Tube -- Vacant
2. Survey – Posted on FB 12/2 and sent to Joanne for Mail Chimp distribution. *Action Board members follow up and try and learn members who*

*want to volunteer and/or contact develop committee teams and “delegate”*

3. Diane to transition books to QB by January 1 (Goal) has set up Chart of Accounts in QuickBooks; hoping for help from member Liz Shockley who is TSRC’s secretary. *Per # 2, one survey respondent said they wanted to help with QB, Diane will try and “find” them for help.*

## **Diane: Secretary – Treasurer Report**

1. Sent Confederation Regional Director Kat Waters monthly Activity Report for October, November report due. (Will send to Adair Soho.)
2. Q4 Event Revenue Summaries:
  - a. Halloween Play Day
  - b. Movin on up Play Day
3. November/December Expense Review:
  - a. Bought Canopy \$83.74 (need receipt) *Laura provided receipt*
  - b. Great American annual Insurance status: Paid first semi-annual Payment \$545.
    - i. FYI: Certificates of Insurance, NOVAWE must be listed as “Certificate Holder” in Bottom left of form.
  - c. 2020 Memberships Paid:
    - i. Confederation for Working Equitation (\$150)
    - ii. Loudoun County Equine Alliance (\$35)
  - d. Registered for booth at LCEA Equine Expo (\$50) – Expo is March 17<sup>th</sup> (Will add to NOVAWE Events Calendar) *Done*
  - e. ***ACTION:*** Register for TSRC table at the Feb. 8<sup>th</sup> Tack Sale \$10
  - f. Buy some sort of coffee thermos to provide coffee at events. Status? *Done, Laura will submit receipts for reimbursement*
  - g. Buy “NOVAWE” logo items for 2020 Show Prizes/Gifts. ***(Action: Laura will look into cost of halters with NOVAWE on them as well as order 10 totes.)***
  - h. Pay back Board Member for out-of-pocket expenses
    - i. Diane \$ 737.47 *Check # 1023 12/7*
    - ii. Biddie \$ 640.36 *Check # 1024 12/7*
    - iii. Laura \$ will be \$33.38 + Coffee Craft *\$45.00*
  - i. Still owe each Board Member \$500 (\$1,500) total. To be paid back by summer 2020.

## NOVAWE FINANCIAL SUMMARY

**Bank Balance 10/19/2019** \$ **5,221.23**

### Outstanding:

1015 Bella Vita (Facility Rental)	\$	200.00		
#1014 Frying Pan Park (deposit)	\$	300.00		
#1013 Country Lane	\$	98.00		
#1012 Country Lane	\$	171.00		
#1011 Almeda Farm (Deposit)	\$	150.00		
#1010 Kat Waters (Deposit)		\$70		
Subtotal	\$	989.00	\$	4,232.23

### Pending Deposit

PayPal Transfer 10/19		\$620.07		
Subtotal	\$	620.07	\$	4,852.30

<b>BALANCE</b>	<b>\$ 4,852.30</b>
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## Laura Membership/Hospitality

3. Membership update:

- a. 2019 Founding Member final numbers-**(57 Founding Members)**
- b. 2020 New Member Status? **(Eight new members since 11/8/19.)**
- c. MailChimp Status: Mailchimp campaign has begun.
- d. Send out email blast to members listing the committees that need to be formed with a link to a Google Form for sign up. **(ACTION: Biddie will help create the form.)**
- e. Need to send a blast to "Prospects" inviting folks to join and explain membership benefits and drive through 1/31.

Laura is working to present updated logo wear process/offers for 2020 . Laura has reached out to Country Lane again and MRK Designs (VADA/NOVA) logowear designer.

Hospitality Committee: Laura, Chair

Status: Dee Mordas and Alli Reed have expressed interest. Laura will contact them to see if they would like to be on this committee.

## Biddie

1. Events Committee Status:
  - a. Events Committee. Kim Ellis, Michelle MacDonald. **Status: Stephanie Jennings and Jess Williamson said that they would work on this committee.**
  - b. NOVAWE PROCEDURES MANUAL. Great resource and will be a “living document.”  
**Renamed OPERATIONS MANUAL.**
  - c. Year End Awards/Series . **Status? The Year End Awards program has been set up in the Operations Manual. ACTION: Year End Awards program needs to be announced to the membership in January.**
  - d. Partner Show Series . **Status? The NOVAWE Schooling Show Series program has been sent out to 8 organizers and 6 of them have been contacted with a followup call. Currently, Timber Dream Farm has agreed to participate.**
  - e. Provide status on Facilities contacted and prices:**This is in the Facilities sheet and is current.**
  - f. EVENT Schedule for 2020 Q1 and Q2 fairly solidified and updated on the Events Calendar. (review)
    - i. What else are we possibly doing? **Board agreed to have a EOH schooling show in late April (25th) and a full WE Schooling show in September (5th). Biddie will make arrangements with a judge, then a location will be secured. We also will have a Halloween Fun Fest Event at BVS either Oct 10th or 24th.**
    - ii. Considering reaching out to Mike and Stephanie Jennings on Cattle Clinic(s)  
**Biddie has reached out to them about a cattle clinic. They are working on a suitable location with suitable cows.**
2. Adair working a “NOVAWE Sponsor Thank you” Play Day (Tentative date is January 12<sup>th</sup>)

3. Professional Development Committee: Allison Reed, Chair - **Alli reported to Biddie that she still has plans to do this, but it will be after the holidays and after her daughter's tube surgery.**

- i. Alli mentioned again in November her desire to do a Train the Trainer clinic in December (Diane suggested Timber Dream Farm) **( This is probably not going to happen because of daughter's surgery.)**

4. Youth Development Committee: Adair Soho

- f. Wants to do a clinic for Hannah Milestone Sport Horses with Stephanie, would have adults and Children **STATUS: As soon as Operations Manual is updated with changes discussed in meeting, Biddie will contact Adair about a WE clinic at Milestone.**

**12/8/19: Minutes created**

**12/8/19: Minutes amended by Biddie Lowry**

**12/16/19: Biddie Lowry entered Laura's comments into the minutes.**