

NOVAWE

Board Meeting-

27 October 2019 / 7:30 PM / Teleconference

ATTENDEES

Biddie Lowry, Diane Hutchinson, Laura Guillaudeu



AGENDA

These are items for discussion/review

Diane

1. NOVAWE decided on Great American \$1050 annual Insurance, to be paid semi annually. We have been BOUND and and will be billed directly by Great American. (haven't see a bill yet, I will follow-up in a week if it doesn't arrive). Our underwrite [Moore, Clemens Insurance, 101 W. Market St., Leesburg, VA 20176 O 703-777-1275](#) will provided advice on how to manage Certificates of Insurance (COIs) and Diane will start a file for them. We will need to ask our Clinicians for COIs and can expect our venues to ask us for COIs.
2. We now have a 2 hour video/photo rotating file we can use as a display (on Diane's computer -- ACTION: back up on stick and provide one copy to each Board Member.
3. Create YouTube and Instagram accounts-- assigned to Marketing committee at last Board Meeting. Diane planning a "Marketing Committee Meeting for early November (a call) and board members will be invited -- goal is to introduce team and divide up work:
 - a. Marketing Committee Chair: Diane Hutchinson
 - b. Kathi Watts (Web Master)
 - c. Joanne Masterson (Assistant Web Master/news letter) Joanne also helping with Mail Chimp.
 - d. Content Writers: Diane Hutchinson and Kristen Mango (Spotlight)
 - e. Brochures/Flyers: Nancy Jean (Also Nancy Jean has a friend she thinks would be good at fundraising -- she will reach out to her) Nancy designed a Draft Flyer -- would like to review in this board meeting

- f. Instagram - You Tube -- Vacant -- Stephanie Jennings said she could help us with You Tube.
- 4. Diane is to create a Survey Monkey for Done -- sent to Kathy Watts 10/27
- 5. Diane has set up Chart of Accounts in QuickBooks and member Liz Shockley who is TSRC's treasurer, has volunteered to meet with Diane to help enter in year-to-date receipts so we can use Quickbooks for 2020
- 6. Diane provided financial status to board at Halloween Playday 10/19 as follows:

Bank Balance 10/19/201: **\$ 5,221.23**

Outstanding:

1015 Bella Vita (Facility Rental)	\$	200.00	
#1014 Frying Pan Park (depos)	\$	300.00	
#1013 Country Lane	\$	98.00	
#1012 Country Lane	\$	171.00	
#1011 Alameda 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

BALANCE \$ 4,852.30

Upcoming Expenditure Draft Forecast 2019

Insurance \$1050	\$ 525.00	Pay 50% for 6 months
Pop Up Tent	\$ 100.00	
New Member Splash	\$ 50.00	Estimate
Marketing	\$ 200.00	
	\$ 875.00	

2020 Q1

Balance on Clinic /Facility Fees Q1	\$ 850.00	JAN - A. Reed clinic At Alameda
Assume Allison Reed Q1 Clinic	\$ 1,250.00	FEB/MAR - A. Reed Clinic of some sort TBD
Assume some sort of Activity	\$ 100.00	Indoor Seminar/Train the Trainers or ????
Fundraiser Silent Auction	\$ 50.00	Estimate

2020 Q2

Balance on Clinic /Facility Fees Q2	\$ 2,850.00	APR - T. Warren at Frying Pan
Assume Allison Reed Q2 Clinic	\$ 1,250.00	APR - JUN - A. Reed Clinic (\$) of some sort TBD
NOVAWE Play Day	\$ 200.00	SPRING April
Possibility of a Schooling Show	\$ 2,000.00	Culpeper
Blance on Clinic/Facility Fees Q3	\$ 2,300.00	JUL - K. Watters @ TBD

2020 Q3

2020 Q4

Possibility of a Rated Show	\$ 3,000.00	Fall
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- 7. Halloween Playday Revenue provided by Biddie to be: _____

Donations collected at the Halloween Play day were \$60

ACTIONS:

8. Diane wants to discuss/vote for 2020 membership categories/pricing so the Marketing Committee can start planning for a Splash: (FB, Web, Direct Email (Mail Chimp) and Press Release.
9. Need to also discuss upcoming expenses and bank balance
 - a. \$2,000 balance minimum (Diane Proposes)
 - b. Review recent expenditures (clinic and show deposits)
 - c. Pay back Board Member for out-of-pocket expenses
 - d. Buy Canopy on Sale
 - e. Buy some sort of coffee thermos to provide coffee at events
 - f. Buy "NOVAWE" items for 2020 show prizes and/or gifts on closeout (I.e. polos, etc.)
 - g. Need to pay annual Confederation Membership Fee, LCEA Fee, Wall Advertisement fee at ATT Diane follow up with ATT --
 - h. Need to plan booth at LCEA (I think February) and Diane needs to follow-up with their Website/Member benefits
 - i. What else, expected expenses, so I can update forecast
 - j. Diane and Laura in discussions about paying Country Lane through debit card.

Laura

1. Send out email blast to members listing the committees that need to be formed with a link to a Google Form for sign up. (Biddie will help create the form.) **Diane thinks this is being accomplished through the survey -- board decided 10/27 to wait and see the results of the survey before further action.**
2. Laura meeting with Joanne Masterson to be rescheduled to get assistance from Joanne to better leverage Mail Chimp
3. Laura is working to present updated logo wear process/offering for 2020
4. Laura is planning Hospitality for the upcoming Nov 9 show
5. Laura needs to lead effort to launch google form for 2020 membership, coordinate with Marketing for a membership drive splash. (proposing to add a social membership \$20 and a Youth 6-17 Membership \$30) Board voted and accepted this proposal.
 ALSO: 2020 Dec 1-Nov 30 2020-- all memberships paid by January 31 receive a \$5 coupon off their first NOVAWE Play Day or Clinic
 BRING a FRIEND Campaign (No coupon)
 Solicit business for business memberships directly (flyer?)
6. Other: Two new members in month of October

Biddie

1. Provide status on Facilities contacted and prices: Biddie will add detail -- need to follow up with the Western Place in Flying W. (Adair)

Name of Facility	Contact person	City, State	Indoor size	Indoor Cost all day	Indoor Cost 1/2 day	Indoor Cost per hour	Outdoor?	Outdoor Arena cost per day
Almeda Farm	Tara Whitman	Boyce, VA	80 x 180	\$300.00	\$200.00		Yes	
Claddagh Farm	Cindy Mitchell	Jeffersonton, VA	75 x 150 (25 yd x 50 yd)	\$350.00		\$50-\$60/hr	yes	
Beaux Reeves Equestrian	Katie Hough	Hamilton, VA	64 x 125ft, almost 20 x40 m	\$375.00		\$50/hr if less than 5 hr use	100 x 200	\$300.00
Liberty Hall Plantation	Sarah & Dan Coleman	Brandy Station, VA	yes	\$450.00	\$250.00		yes	
Frying Pan Park	Meghan Look	Fairfax, VA	huge	\$500.00			yes	
Miran Farm	Fareed Miran	Aldie, VA	huge	\$600.00	\$300.00	\$75.00	yes	\$400.00
Bella Vita Stables	Allison Reed	Catharpin, VA	54 x 117				yes	\$200.00
Laurel Hill (Fairfax County Park)	Frying Pan Park Personnel	9500 Furnace Road Lorton, VA					yes	\$50 or 15% of gross revenue

2.

3. Provide status on Nov. 9th show (Volunteers -- for Lunch -- Need Photography, ribbons, etc.)
Diane has action to secure a photographer for Nov. 9th show
4. NOVAWE PROCEDURES MANUAL. Diane and Laura reviewed Biddie's draft effort 10/27. This will be a great resource and will be a "living document."
 - a. Year End Awards/Series -- great progress here -- need to work on scoring details etc.

- b. Partner Show Series -- Diane and Laura reviewed Policy Manual and updated to itemize Partner Show Requirements and Benefits so we can soon communicate to our target shows. What's the target for that?

New Business - Officer and Chair Report

Sent Confederation Regional Director Kat Waters Monthly Activity Report for September.

Committee Reports

1. Events Committee: Biddie, Chair
 - a. Kat Waters has committed to July 18-19
 - b. Never solidified anything with Brandon Wise -- rethinking
 - c. Mike and Stephanie Jennings on Cattle Clinic(s)
 - d. Events Committee: Kim Ellis, Michele McDonald
 - e. Social Committee: Allison Reed
 - f. Look into Marion Alway (Berryville -- Adair knows her)
 - g. Stephanie Jennings (at her place -- maybe summer or offer Kids Clinics/Lessons)
2. Marketing Committee: Diane, Chairman
 - a. Members: Kathi Watts, Nancy Jean Wilochka, Joanne Masterson, and Kristin Mango (also Michele McDonald is updating the Press List) Diane working to hold a Committee Call to introduce members, get ideas, and talk about next steps
 - b. Kristin Mango next SpotLight will be Stephanie Jennings -- Diane plans to post on the Website a new Spotlight approximately each month, one for each Business Member, taken in order they joined NOVAWE
3. Hospitality Committee: Laura, Chair
 - a. Status: Dee Mordas and Alli Reed have expressed interest. Laura will contact them to see if they would like to be on this committee.
4. Fundraiser/Sponsor Relations: Diane, Chair
 - a. Diane has a lead on a member (through Nancy Jean) and will follow-up
 - b. Tarrin Warren agreed to donate a copy of her book, Working Equitation Handbook, for the February Online Auction. (Agreed 9/12/2019)
 - c. Sarah Lynn Richards -- contact 9/15 --requested a portrait
5. Professional Development Committee: Allison Reed, Chair - no report

6. Youth Development Committee: Adair Soho

1. NOVAWE is providing a Demo this Sunday Nov 3 at Milestone Sport Horses for Casanova Warrenton Pony Club (CWPC) from 12-1 pm. Stephanie and Biddie are riding -- Stephanie is bringing her obstacles. Diane will be there with her camera and Diane's daughter will be ring crew. Hopefully Adair can be there but if not Diane will "Narrate."
2. NOVAWE's Stephanie Jennings is putting on a private clinic for the Loudoun Hunt Pony Club at Morven Park on Monday Nov 4th. Stephanie Jennings is the Clinician. No fees will be collected by NOVAWE and payment was negotiated and will be made directly to Stephanie.