

NOVAWE

# Board Meeting - Minutes

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06 March 2020 / 6:30 pm

## ATTENDEES

Biddie Lowry, Diane Hutchinson, Laura Guillaudeu, Kellie Lawrence

## AGENDA

### WELCOME:

- Welcome
- **Operations:**
  - Governance – Operations Manual
  - Event Pricing Model
  - State of Confederation for Working Equitation

### REPORTS:

#### Membership Report: (Laura)

- Number of Members: 100 (65 reported last board meeting)  
*100<sup>th</sup> member join on 2/29 – Britt Callahan*
- Number of Business Members: 7 (6 reported last board meeting)
- New Business Members Gallop Web Services
- Recent Spotlights: Timber Dream (January); Total Equine Veterinary Associates (February); Gallop Web Services (March)
- Potential Business Members: Be Balanced *Diane contacted 2/10* Moore, Clemens Insurance (*Diane contacted 3/5*), Southern States *Diane will follow-up week of 3/9*, Melissa Smith *Biddie's working*, Who else?
- Status of Membership Matrix -NOVAWE Liability Release signed for 2020  
*-Laura working to bring it current.*

## Treasurer's Report (Kellie)

- Current Bank Balance:\$11,117
- Financial Report:

NOVAWE FINANCIAL SUMMARY			
<b>Bank Balance 3/5/2020</b>		<b>\$</b>	<b>11,117</b>
<b>Outstanding:</b>			
Payments Due			
APRIL T. Warren Clinic Expenses	\$	2,250.00	
2nd half liability insurance	\$	528.00	<b>Due 4/6/2020</b>
NOVAWE wall advertisement	\$	150.00	<b>Due 6/2020</b>
Reimb board members	\$	1,500.00	<b>Due 6/2020</b>
MISC	\$	100.00	
<b>Subtotal</b>	<b>\$</b>	<b>4,528.00</b>	<b>\$ 6,589.34</b>
<b>INCOME</b>			
T Warren clinic		\$2,500.00	
Apr EOH show		\$800.00	
<b>Subtotal</b>		<b>\$3,300.00</b>	
<b>BALANCE</b>			<b>\$ 9,889.34</b>

- P&L and Income Statement (Income understated as PayPal transactions are not entered yet.) [Kellie will endeavor to get all the PayPal transactions recorded this month and finish reconciling.](#) [Diane will review all the “ask my accountant” transactions.](#)
- Updated Bank Password – ends in “3” (Used to be a “2”)
- 1099s for 2019 sent (Allison Reed) [complete](#)
- Chart of Accounts – Project Numbers (for events) [Kellie will send Chart of Accounts to Diane, Biddie and Laura.](#)
- A/P upcoming expenses [Tracking Manually](#)
- How to “code” receipts for Treasurer:
  - Who bought, How Paid (i.e. PayPal or check # or debit); date; amount; account and/or Project [Reviewed with members – provide chart of accounts will be helpful](#)
  - If paying via PayPal still need to have documentation [Board Members – always provide “back-up” to Kellie for each expenditure \(and income items – use notes in PayPal\)](#)
- PayPal is set up to post to bank? [Didn't answer this – if NOVAWE pays something with PayPal does it automatically come out of the bank account – it should. Need to test this and if not, set it up. Diane will test by doing the next refund PayPal.](#)
- What does NOVAWE owe Laura [She is going to let us know if \\$78.38 is the correct number.](#)
- Laura \$ will be \$33.38 + Coffee Craft \$45.00

- Board owed \$500 each (goal was to pay off by summer)-Possibly pay Board back after expenditures of June Rated Show.
- Please keep Kellie copied into communications that will allow her to know what is “hitting” PayPal etc. (i.e. event stuff and membership stuff and purchases and expenses)
- IRS Status for filing forms for 2019? *Kellie has never done the “postcard” but will “figure it out,” Due in May 1st.*
- What else Kellie?” -nothing at this time.

## Secretary’s Report (Diane)

- Minutes from Last Board Meeting 12/07/19 approved and posted on Website
- Send monthly reports to Region 6 Board Member Adair Soho
- Certificates of Insurance (Per Mike Morris’ form letter attached)  
NOVAWE must be listed as “Certificate Holder” in Bottom left of form.
- COIs Requested in February from:
  - Allison Reed (Requested)
  - Tarrin Warren (Requested)
  - Kimberly da Silva (Requested)
  - Kat Waters (need to request revised)
  - Stephanie Jennings (need to request)
- Judges Contracts Requested in February from:
  - Tarrin Warren (June Rated Show – FFP) (Requested / signed Tarrin’s)
  - Kimberly da Silva (April EOH Almeda Show) (Requested)
- COI NOVAWE **provides** for Venues:
  - Bella Vita (done)
  - Almeda (done)
  - Frying Pan Park (Outstanding)
  - Laurel Hill (Outstanding)
- Open Board Position : Secretary (Name deleted)

## Marketing Committee Report (Diane)

**Committee Members: Kathi Watts, Joanne Masterson, Nancy Jean W. Kristin Mango, Hila Wever (Photos)**

- Tri-State Tack Sale (2/8) –Great success – \$45 in cash donation. Collected 38 new prospects via drawing for Filled tote. Winner Hannah Rodgers Entered in spreadsheet (Michelle Macdonald) and imported into Mail Chimp (Laura G.)
- March 1, 2019 – Diane and Biddie spoke at Clifton Horse Society Annual Meeting (gave a playday coupon – should let Playday Hosts know (3 total to-date)
- LCEA Expo – March 17<sup>th</sup> (5:00 -8:00) need to set up @3:00-5:00
  - 6 foot table provided
  - Diane bring two TV trays

- Need to improve computer (split photos and videos) Hila?
- Do we need more Brochures?
- Name the Bear (donations) *Diane will make a sign and entry slips of papers*
- Display, tote, ribbons, Treats *Laura has more treat bags already and will make more flyers.*
- Garrocha Pole (raffle for address) *Diane will print raffle slips*
- March Rounding Post # 2 (need to engage Joanne)
  - Please add Year End Awards Program and List of NOVAWE & Partner Shows *Diane to follow up next week with Joanne – target getting next news letter out before April.*
- Outgrowing Mail Chimp *No, we have 2,500 capacity.*
- Website is slow, need to get photo gallery on Smug Mug *3/7 Kathi and I connected and will see about taking down the photo gallery – putting in smug mug.*

## Sponsor / Fundraising (Diane)

- 2020 Auction: (2/10 -2/12) netted \$2555 😊 – thank your Stephanie Jennings and Professional Horse Services (Sent \$100 gift card to Blue Ridge Grill)
  - Should review purchasers and add to Prospects
  - 2021 maybe obstacle trail ride/event or JPR
- Review the Sponsor Package (housed in NOVAWE Planned Events> Rated Show)
- June rated show Sponsors:
  - \$250 anonymous sponsor
  - Potentials: Another Turn Tack, Southern States, Ketterman Jewelry; Deweys' Insurance; Pro Horse Services; Morven Park; Others?

## EVENTS (Biddie)

**Committee Members: Kim Ellis, Jess Williamson, Michelle MacDonald, Stephanie Jennings, Jacqui Crews, Lynsey Moritz, Melissa Smith**

- Partner Shows- Beaux Reves, Oak Spring Equestrian, & AOPF
- Awards Coordinator – [Biddie Lowry](#) –to keep up with scores from shows
- NOVAWE High Score Ribbons for EOH and Dressage-
  - Delivered 6 to Oak Spring Equestrian
  - Will deliver to Beaux Reves
  - Will mail to AOPF
- Website Calendar (Housed in Publicity folder and & website)
- Event Matrix (Housed in Publicity folder)
- Upcoming Events:
  - Tarrin Warren Clinic – full with 12 participants each day
    - Jacqui Crews will be coordinating Stabling
    - Melissa Smith is recruiting volunteers
    - Hospitality: Need 8 lunches Sat and 8 lunches Sun so far (riders & clinician). This does not include volunteers. Need 8 – 12 more lunches each day.

- Dinner Sat night with Tarrin.
- NOVAWE EOH & Speed Schooling Show 4-25-20
  - Melissa Smith is recruiting volunteers
  - Ribbons ordered.
  - Sign up Status: We have 13 L1 riders, 5 L2 riders, and 3 L3 riders. With only Open Riders, plan on having all divisions as “Open” and will have two divisions of L1. There is room for 7 more riders.
  - Propose purchase of Adding Machine Calculator
- WE Playdays at Jennings Performance Horses
  - Starts March 18 with 4 more dates planned
  - NOVAWE gets \$10/rider
  - Melissa will get 2 volunteers for each event.
- Magnolia Equestrian advertising Playdays – Biddie will follow-up to see if they are co-hosting with us. Diane will add events to our calendar as organizer, Michelle von Schmidt-Pauli is a member.
- May 24<sup>th</sup> NOVAWE event- propose canceling -- **AGREE TO CANCEL – TOO MUCH TO DO** – Diane will take off calendar
- NOVAWE Rated Show- June 6-7 –
  - Propose getting WE United License. Cost \$2/entrant starter fee & add WE United as additional insured entity. Biddie will check with Tarrin Warren and then follow up with WE United.
  - Kim Ellis – volunteer coordinator
  - Nancy Wilochka – Show Program *Diane to follow-up with Nancy*

## **VOLUNTEER COMMITTEE (Laura and/or Biddie)**

- Volunteer Matrix (Housed Volunteers folder)
- Melissa Smith is Volunteer Coordinator for NOVAWE for 2020.

## **YOUTH COMMITTEE (Adair)**

**No Report**

## **LOGO WEAR (Laura)**

- MRK Designs created a NOVAWE Logo shop for our website—live date February 1. As of yesterday, not many orders.—Blast email as a reminder. *Diane and everyone do some promotion of our own clothes/stuff.*

- Country Lane remains as our “Special Items” logo application vendor. ? purchase of NOVAWE logo items for prizes/gifts. Board agreed to buying \$200 worth of items to have on hand for prizes/gifts
- Laura will follow-up about adding T-shirts

## **HOSPITALITY (Laura)**

- Continuing to solicit members/volunteers—so far no takers.
- Hotel discount and list for Rated show in June.
- Propose purchase of supply items for year. Board agreed for Laura to stock up on plates, etc. now for the year.
- Menu created for Tarrin Warren clinic.
- Proposal for gifts needed for clinicians, judges, volunteers
- Will get Stall Drapes functional.
- Building obstacles for NOVAWE events.- Laura has built the bell obstacle and the jug stand. Laura needs to provide a receipt for cost of materials to the Board for reimbursement.

## **Professional Development Committee**

- Allison Reed