

North Central Morgan Association
Board Meeting Minutes of January 5, 2011
(December 2010 Meeting Held 1/5/11 Due to Weather Postponement)
Davannis - Plymouth, MN

- I. **Call to order:** meeting called to order at 7:20 pm by NCMA president, Valerie McCullough.

Executive Officers, Directors, Committee Chairs attendance as follows:

President/Emeritus:	Kirsten Johnson (present)
President:	Valerie McCullough (present)
Vice President:	Gayle Belden (present)
Secretary:	Bonnie Anderson (present)
Treasurer:	Candy Phillips (absent)
Dir. At Large: (2012)	Arlene Berzins (present)
Dir. At Large: Newsletter Co-Editor (odd 2010)	Terry Sanborn (present)
Dir. At Large: (2011)	Karyl Hylle (present)
Dir. At Large: (2011)	Trish Hoen (present)
Dir. At Large: (2011)	Karin Miller (present)
Dir. At Large: (2012)	Jackie Sweeney (absent)

Guest attendees: Janise Sanborn, Marcy Eickholt,

- II. **Review of minutes:** Motion made by Kirsten to forego reading of the minutes, and accept as published. Motion seconded by Terry, motion carried unanimously. Marcie Eickholt clarified that North Star show is already recognized by Tri-State.
- III. **Reports of Executive Officers:**
- Kirsten Johnson:** Youth event originally scheduled for Dec. 11th was cancelled due to weather, and has been rescheduled for January 8th. Time and agenda are the same. Kirsten will send information to Terry to promote the event. Goal is that enough people are aware of the change and will plan to attend. Kirsten also mentioned that she lost two horses in the month of December, her mare, AMHF Belle Pepper and her old gelding, Sequence.
- Valerie McCullough:** Election ballots are coming in. Has been receiving calls about upcoming MN Horse Expo. Also received notification of AMHA club of the year scrapbook and newsletter contest. Janise Sanborn volunteered to do the scrapbook again in 2011.
- Gayle Belden:** no report
- Bonnie Anderson:** alternative meeting locations have been identified with help from other board members. Locations include Maple Grove public library and Timberlodge Steakhouse located in Edina. Suggestion from Gayle to look at earlier start time for board meetings, proposed a 6:30 pm start time. After some discussion it was decided that start time would remain 7:00pm. Timberlodge location not an option for some. Bonnie will secure meeting location for February board meeting and will look at other location options now that new parameters have been proposed. Kirsten also requested that availability of wifi be added to original requirements. Follow up also needed on connectivity options – i.e. Skype, teleconferencing.
- Action item:** Bonnie will secure meeting location for February meeting, and check with Nina regarding connectivity options.

Candy Phillips: absent, treasurer's report provided via e-mail dated 12/13/10. and presented by Bonnie for discussion. Noted that no transfer of funds had taken place, however as Candy was unable to make the November meeting she likely was not aware of the request.

Action Item: Bonnie will follow up with Candy regarding 2010 stallion service auction funds and CD. Bonnie will forward Candy's e-mail from 12/13/10 to Marcie Eickholt.

Reports of Directors:

Arlene: no report.

Terry: report from Tim Bonham; he has found the original meeting minutes from founding meeting that established NCMA. Terry has a link to slide show of Mona Bonham's funeral, and will send to those individuals that are interested in seeing it. Memorial class for Mona has been established at North Star; it will be a Junior Horse driving class.

Jackie: absent

Trish Hoen: reported that Colleen Flaig had her baby 12/29/2010, and requested that Jeremy send a card.

Karin: no report.

Karyl: attended reproduction clinic in Casselton, it was very well done and provides good information. Tammy Devier also attended.

No district rep report.

IV. Reports of committee chairs:

Futurity/NCMB: membership dues question received from Nan as the 2011 NCMA renewal form still includes this information. Gayle confirmed decision to not charge any dues. 2011 membership fees collected will be refunded upon request.

Meeting was held Dec. 17th at Hylee Farm. Attendees included Gayle, Kirsten, Nina, Jackie, Bonnie, and Robin (via phone) Framework of futurity has been established, Finances of both Futurity and NCMB were reviewed.

Outstanding issues related to NCMB include its logo, domain name and site. Terry made a motion to close down NCMB website and instead create a tab for NCMB on the NCMA site. Domain name, along with logo to be retained. Arlene seconded the motion; motion carried unanimously.

Recommendation: Jackie will step in as committee chair. Additional committee members will include Nina, and Robin. Val made a motion to appoint Jackie as chair of Futurity/NCMB committee. Motion seconded by Terry, motion carried unanimously.

High point: awards have been ordered. Invoice has been received for half the cost of the awards and sent to Candy for reimbursement. Remaining balance needs to be paid upon delivery of the awards. Budget allowed was \$1200.00, and Harriet was right on budget with her expenses. (Great job Harriet!) Harriet also made a motion that high point awards no longer include honorable mention in 2011, seconded by Terry. Motion carried unanimously.

Membership: Harriet discussed process regarding receipt of membership forms and fees. Currently these are sent to Candy who handles the checks and then forwards the information onto Harriet. No update regarding 2011 membership was available for today's meeting. Harriet also reported that some sections in the membership form are confusing.

Action Item: Harriet and Terry will rework the form to make it easier to understand. Once changes are made new forms will be reprinted and Marcie's name will replace Candy's on the form. They will also make an additional change to the membership form by providing members with the option to receive newsletter online as opposed to hard copy.

Shows – North Star: Lloyd Landkammer, and Caroline are currently working on the show schedule. They are reviewing past show schedules, and looking at classes held that either had 0, 1 or 2 horse entries to look at combining these with other classes. Estimate at this time is that close to 21 classes will be cut as a result of this review. Operating budget has been developed and projects a \$2400.00 gain based on the shift to a 3 day show. Committee is also in the process of confirming different officials for the show. Most have agreed to take a reduction in fees and will continue to work the show, however there is one official who has declined to do so. Stall fees for 2011 show will be raised to \$100.00 early fee, and \$115.00 late fee. Request received from Cherie Olsen regarding stall fees for reiners. Cherie has requested to use stalls in the back of the barn for reduced fee. After discussion Gayle made a motion that North Star is to have one set stall rate that applies to all exhibitors, with no special discounts offered. Arlene seconded the motion, motion carried unanimously.

Westin Wood Memorial Night will move to Friday night of the show. Also considering offering some open classes for Saddlebreds based on feedback from trainers.

Welcome BBQ for exhibitors will be held the Wednesday before the show opens.

Shows – all others: Madison Invitational

- Summerfest
- FASH
- Prairie State
- Kandi Klassic – Gayle confirmed with Tim Bonham that it will be held in 2011.
- Heartland (2 shows per year)
- Morgan Masterpiece:

Newsletter/Internet: newsletter: five 2010 issues have been paid for in 2010, the exception is the December issue which is a carryover into 2011, and consistent with how costs have previously been managed. Statement for December issue will be received in January 2011. Contract ads are going out, and projected revenue associated with this is \$3000.00. Deadline for the next issue is 2/16/11. Ads are needed. Internet: Kari Sanborn will convert existing site to Wordpress which eliminates the need to hire someone to get this done. Members can go to www.northcentralmorgan.wordpress.com to view sample sites. Question was asked whether North Star site should be separate from NCMA site. Terry responded that it should be due to specific traffic to the North Star site. We need to move off of the existing North Star site by 3/19/11 so Terry will research other options and evaluate visuals and content. Options discussed included netfirms. Cost associated with this option is \$4.99 per month. Terry will announce at annual banquet that the Morgans For Sale tab on the NCMA site is operational. He will also add information to the site to promote Futurity and 2011 NCMB weanling sweepstakes.

Publicity/Expo: five horse stalls, two tack stalls confirmed for MN Horse Expo. Two stallions will be included, Galaxy's Wild Irish from Hylee Farm, one TBD. Deposit for half of the costs has been paid, need to ensure we get the Horse Council Discount.

Fundraising: two clinics have been scheduled in first quarter of 2011. Arcola Farm will host the first event, scheduled for Feb. 13th. Presentations include Mary Carlton from Crystal Farms who will talk about equitation. Participants will have the opportunity to take a lesson with Mary, cost is \$40.00. Please let Kirsten know in advance if you want to do this, as timeslots are filling up fast. Saddlebred demonstrations will also be hosted by Judy Jensen, (five gaited), Jay Woods, (in-hand), and Tom Bombolis (harness). Clinic will include raffle for bridle bags. The second event will be hosted by Hylee Farm and is scheduled for the first week-end in April. Final agenda and presentation to be determined, but suggestion has been made to include riding clinic as part of the agenda. Information regarding both events is available on-line at NCMA site.

Banquet: theme for this year's banquet is "Back to the Sixties". Banquet scheduled for Jan 22nd at the Radisson Hotel in Roseville. Approximately 80-reservations are confirmed. Agenda determined and published on line at NCMA site.

Social networking: Karyl reported we now have 736 friends on Facebook. Karyl will put up links for rescheduled youth event at Arcola Farm, fundraising events, and NCMA banquet.

Sunshine: card sent to Gayle Belden. Valerie will follow up with Jeremy to make sure card is sent to Jim and Linda Kvanbeck.

Youth: no report from committee chairs. Sarah Mikkelsen will chair this committee in 2011.

Governance: no report

Nomination: no report, other than 2011 ballots are coming in

Old Business – none

V. New Business: date will be scheduled after banquet and elections to review marketing draft prepared by Bonnie. Need to identify marketing opportunities and act on them. Val will put this topic on the agenda for the annual meeting.

Adjournment: motion made by Gayle to adjourn meeting at 9:16 pm. Seconded by Arlene, motion carried unanimously.