

North Central Morgan Association
Board Meeting Minutes of April 13, 2010
Perkins - Golden Valley, MN

- I. Call to order:** meeting called to order at 7:01 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 (via phone)
Secretary/NCMB Co-Chair	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: (2012)	Bonnie Anderson (present)
Dir. At Large: (2011)	Trish Hoen (present)
Dir. At Large: (2011)	Karin Miller (present)
Dir. At Large: (2012)	Jackie Sweeney (absent)

- II. Review of minutes:** Bonnie presented minutes from March meeting and asked group to review. One correction made regarding MHSEA donation coming from Desi account. Motion made by **Terry**, seconded by **Candy** to donate \$250.00. Group accepted the minutes with this correction. Motion to accept minutes made by Terry Sanborn. Seconded by Arlene Berzins. Motion carried unanimously. Bonnie to distribute corrected minutes to board and directors.

III. Reports of Executive Officers:

Kirsten Johnson: announced that Arcola has hired new trainer, Tom Bobolis.

Valerie McCullough – no report, see updated information Val provided later in the agenda, specific to MN Horse Expo, membership and governance.

Bonnie Anderson (interim secretary) – per discussion in March 7th strategic planning meeting, draft marketing plan will be ready for board review at next meeting, May 11th. Further updates provided later in the agenda specific to NCMB and fundraising.

Candy Phillips – report sent via e-mail.. Comments: “Will be mailing new membership forms to Harriet on April 15th. Have entries in QB, up to this last influx of memberships. Reconciliations done for TCF checking accounts. Will be meeting with Richard Reiners office next week to bring in what we need for the 2009 taxes to be done”. Financial report sent via e-mail also attached. Terry Sanborn raised treasury issue regarding North Star account. Preference is to keep this account at Delano Bank. This topic will be added to the agenda for next months board meeting for discussion. Since this is a very busy time of the year for Candy, Val is going to call her to see if she needs assistance with anything. Also board executives and directors have been asked to compile any questions they have about treasury and send these to Candy.

IV. Correspondence: reviewed Wisconsin Morgan Horse Club newsletter and a thank you note received from MHSEA.

V. Reports of Directors:

Arlene– will be attending Wisconsin Horse Expo, April 16 – 18. Arlene will bring back information regarding new ideas and best practices that can be considered for 2011 MN Horse Expo. Side note: sold Summits Socialite to young Morgan rider in Michigan.

Terry – shared thank you note received from MHSEA for donation from Desi account. Receipt has been forwarded to Candy. Terry will not be at next months meeting due to upcoming hip surgery.

Jackie – not present

Trish Hoen – no report. Side note: waiting for second foal to be born.

Karin – no report. Side note: sold horse to current Morgan owner in PA. Horse will be in training with Lisa Singer for future carriage competition.

Bonnie – no report, asked for update on status of membership list so that outreach to past and current non-renewing members can be initiated.

No district rep report.

General comments: all attendees agreed that the market seems to be improving with regard to sale of horses. Some board members have received multiple inquiries from individuals interested in purchasing.

VI. Reports of committee chairs:

Futurity: Robin reported that futurity update will be included in the information Nan will be sending out regarding the next NCMB meeting. Agenda for this meeting will include discussion about potential merger between futurity and NCMB. Also reported that state fair show committee has sent an e-mail asking which classes we want to sponsor as a result of NCMA donation of \$600.00. Kirsten suggested that exhibitors have input regarding classes sponsored. However final agreement was reached that qualifiers would be sponsored; these include hunt, western, English pleasure, pleasure driving amateur and open classes. Apparently decision has been made that weanling futurity would also be held at state fair, and this class will also be sponsored. Hard copies of futurity forms will be available at our booth at MN Horse Expo.

NCMB: Bonnie reported that after discussion with Nan it was decided to hold off on sending thank you gifts to stallion owners for donating their stallions. Bonnie will follow up with Jim Kvanbeck and Jackie Sweeney to see if it is common practice for other auctions to send thank you gifts. Dollars might be better spent in promoting NCMB. Nan is working with Michelle Wich regarding the sweepstakes show scheduled for August. Michelle is very interested in working with us to make the event a success, and has expressed interested in hosting the sweepstakes going forward. Upcoming NCMB meeting originally scheduled for May 1st will be rescheduled for May 8 at state fair grounds, final time and location to be determined. Nan will be sending out agenda, cover letter, her thoughts regarding merger, and information received from Robyn prior to the meeting.

High point: no report

Membership: Harriet has mailed out 56 renewal requests, and 8 new member packets. Fourteen new NCMA members reported along with 2 additional paid NCMB members. Arlene's membership status has been resolved, check written for membership has been applied. Harriet will send out updated list of paid members to board once she receives additional information from Candy. Harriet also identified a potential issue with google search engine related to NCMA. Search engine directs individuals to Tim Bonham's website. Concerns were expressed with regard to confusion this might create for users, along with accuracy of information and perception that membership information may be sold. Suggestion made by Trish Hoen to add the verbiage "official" to the description of the actual NCMA site. Terry to follow up with Tim to discuss, and will report back to the board so that next steps can be determined if needed.

Val has requested that targeted membership drive be led by board and directors at large. Karin and Harriet will lead this project, with some assistance from Bonnie. Terry will also support the effort by providing information regarding past NCMA members and AMHA information regarding new morgan horse owners in our area. Kirsten will provide survey results collected in 2009. Outreach to identified individuals will be made via phone calls or mail in advance of May 23rd.

Show: Next North Star planning meeting will be held last week of April. Terry reported that plans are coming together, most things are handled. Park saddle championship class has been added. Walk-trot class has been changed to reflect age 11 and under rather than age 12 and under. The Indiana Classic show has been cancelled for this year so the show committee is planning an outreach campaign to key show barns in Ohio, Indiana, Illinois and Michigan. Barns that have exhibited at Jubilee and Michigan All Morgan will also be contacted. Lyle and Colleen Wick have volunteered to assist with contacting these barns and trainers. Corcel has agreed to do awards for the show. Show committee reviewed sample awards and were very pleased with the quality relative to the price. Prize list is on-line; at this point this doesn't appear to create any issues. Critical area of focus is sponsorships. It's projected at this time that we will need to raise between \$15,000 - \$16,000 in sponsorship dollars. Assistance from board, directors, members, and other willing parties is welcome.

Newsletter/Internet: Next issue scheduled for June. Deadline for articles is May 20th, 2010. Theme is breeding foals. Terry would like to see an increase in ad revenue. Terry suggested that we include a feature similar to North Dakota newsletter which features barn write-ups provided by youth group members. Internet revisions/work on hold for now. Goal is to have these complete by April 19th. Terry will send an e-mail update regarding internet within the next few days.

Expo: Val reported that write ups will be completed this week. Still looking for an English pleasure horse to participate; unfortunately Andy Marlett was not able to provide one as discussed due to show schedule. Pleasure driving, hunt, western, and reining horses are confirmed. Brochures and collaterals are ready. Volunteers are needed. Kirsten will be available Friday morning and several other individuals at the meeting volunteered to help as well, including members of youth group.

Fundraising: Clinic at Hylee Farm was a success with average attendance for Saturday and Sunday at about 25 people. Great turnout for a first year event! Feedback collected from attendees rated the overall value of the information and presenters at an average of 4 out of a possible 5 points. Many also suggested topics of interest to include in next years clinic. Overall, \$1160.00 was raised to benefit NCMA. This amount includes \$15.00 donated by Susie Weiss from sales of her blankets, and \$225.00 donated by Carl and Pat Hartell as proceeds from food stand sales. In addition, Carl and Pat also donated the cost of the food they bought to sell at the clinic. Heartfelt thanks to Carl and Pat Hartell, Susie Weiss, Colleen Wick, Dan and Tracy Lynch, Bill Heiser, and Tom and Travis Filipek for donating their time, and to Doc and Jackie Sweeney for hosting the event. Janise Sanborn has volunteered to send thank you notes to each of them. Group discussed coordinating two events for 2011, one located in Minnesota, and one located in Wisconsin.

Social networking: Karyl reported we now have 517 friends on Facebook. FASH entries close April 17th. Midwest Horse Fair this weekend, MN Horse Expo next weekend. NCMA had club news run in the April issue of the WSCA magazine, unfortunately deadline for May issue was missed. Very busy sending out sponsorship/advertising packets to potential businesses for North Star. North Star ad set to run in the April edition of Morgan Horse magazine. Sent information to Morgan Connection for ad, verified they received it. Haven't gotten an ad proof yet, but is should run in their May issue. Karyl also volunteered to summarize features available through Facebook and evaluate how useful these might be in promoting the value of NCMA to potential members. Arlene also suggested that as new members Karyl and Karin should provide their perspective on benefits of membership.

Sunshine – no update.. Jeremy will be contacted to send condolences/cards to the families of Jann Currie and Steve Quaid, and to Jim and Linda Kvanbeck and Tammy Devier regarding the loss of their stallion, Century Nightmusic. A card will also be sent to Jordy Johns, it was reported that he is feeling better.

Youth – no update

Governance – Val reported that call will be scheduled to finalize the vote on who will step into the permanent role of secretary for 2010.

VII. Old Business – Action item for Val – she will e-mail conflict of interest forms to executives, board members and committee chairs and will collect signed forms at the May meeting. Terry would also like to proceed with testing google conference capabilities and is looking for volunteers .

VIII. New Business: Bill Dodds has agreed to host summer BBQ at his farm May 23rd, 2010. (more details coming soon) Harriet, Karin, Karyl, and Bonnie have all volunteered to coordinate promotion and planning of the event. Bill has generously agreed to cover all costs of the meal and logistics. Should be fun! Issue of NCMA membership cards has been brought forward. Board requests that Jackie Sweeney summarize her thoughts regarding this topic, and send to board and directors so that this can be included for discussion on the agenda for next month board meeting. Discussion initiated regarding open house farm tour as a means to raise club visibility and attract members. Interest in coordinating this is high. Trish Hoen will take the lead on this with assistance from Kirsten. Goal is to get this scheduled for week-end in May, and in advance of the May 23rd BBQ.

IX. Adjournment: Motion made by Bonnie to adjourn meeting. Seconded by Kirsten. Meeting adjourned at 9:20.

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