

**North Central Morgan Association
Board Meeting Minutes of April 12, 2011
Davannis – Plymouth, MN**

- I. **Call to Order:** meeting called to order at 7:05pm by NCMA President, Gayle Belden.

Executive Officers, Directors, Committee Chairs attendance as follows:

President/Emeritus:	Valerie McCullough (present)
President:	Gayle Belden (present)
Vice President:	Bonnie Anderson (present)
Secretary:	Karin Miller (present)
Treasurer:	Marcy Eickholt (present)
Dir. At Large:	Arlene Berzins (present)
Dir. At Large: Newsletter/Co-Editor	Terry Sanborn (present)
Dir. At Large:	Karyl Hylle (absent)
Dir. At Large:	Trish Hoen (present)
Dir. At Large:	Kirsten Johnson (present)
Dir. At Large:	Jackie Sweeney (present via Skype 7:30pm to 8:40pm)

Guests: Janise Sanborn (present)

- II. **Review of Minutes:** Since the minutes were sent out in advance of the meeting for review, motion was made to forego reading of minutes. Motion was made by Marcy to accept minutes and seconded by Terry. Motion carried unanimously.

III. **Report of Executive Officers**

Valerie McCullough: Checked in to a refund claimed by Cherie Olson of Lady Luck Ranch. Records were check by the Treasurer and found the refund was paid in August of 2008.

Gayle Belden: No report.

Bonnie Anderson: AMHA news - \$750 grant to North Star; partnering with Western Dressage Association; 4/19/11 online seminar regarding managing mud & manure; Morgan Connection Magazine – 1st issue June; UPHA is offering a \$4000 scholarship for 2011; offering vaccination specials; rule change to AMHA Medal Classes – must be under 22 years of age in competition year applies to saddle seat, western seat, hunter seat on the flat, reining seat, hunter seat over fences, and dressage seat classes; Buckeye sale was standing room only, 95% were Amish, prices strong, broodmares averaged \$6000, demand was there, people were positive; industry might be rebounding?, first weekend in June another Buckeye sale will be held, about 177 head were auctioned. Terry will put up on the email AMHA news to raise awareness.

Karin Miller: No report

Marcy Eickholt: NCMA general fund - \$3,283.77; NCMB - \$5,865.77; Futurity \$8,283.36; Youth \$542.51; Reining \$725; High point/Dezzi \$1,084.49; promo savings \$2,716.20; checkbook balance \$18,700.41. Has concerns - need more ad income to offset costs; need more memberships, more sponsorships; about \$4000 short. Spring tune up in Cannon Falls this weekend – some Morgan classes were added. Report filed to audit.

IV. Reports of Directors at Large

Arlene Berzins: Traded 2 horses for 1 – Promise Me More; going to Midwest Horse Expo

Terry Sanborn: No report

Jackie Sweeney: Prairie State June 3-5th TBA classes added – walk/trot equitation, walk/trot pleasure championship; having foals, having riders camps will send info to Terry; Jackie & Gayle will work on write up for Hylee Clinic for newsletter

Trish Hoen: No report – waiting for foals

Kirsten Johnson: waiting for foals; 1 out of 3 have come

Karyl Hylle: (Terry reported on her behalf) 782 Facebook friends; ready to get horses for sale tab up and running – hopefully by Sunday; pictures needed for promotional brochure; AMHA updates should be given to Karyl to post on Facebook.

V. No District Rep reports

VI. Reports of committee Chairs

Futurity Report: (by Jackie) Futurity 101 write up is still needed; Marcy volunteered to send out futurity forms & cover letter; Jackie will provide list to Terry on futurity participants; Futurity 101 & welcome letter will go out to breeders & past futurity participants; rosewood box with engraving on top will be futurity awards.

Motion was made by Jackie for the 2011 weanling futurity class to be held at Madison Invitation August 19-21; seconded by Arlene; passed unanimously.

High point: For current membership look at financial report.

Shows: North Star - Terry - \$750 AMHA grant to North Star; will start on sponsorships; Val will help with sponsorships; Ron Johnson will cook welcome barbeque Wednesday; a canopy will be placed over the food; youth of the year will start 8am Wednesday; Thursday night will be cheesecake social; Friday night exhibitor party and charity auction; 6 TBA slots; any size sponsorships would be appreciated; North Star Bucks will be used again for every \$100 received (not your own) you receive \$10 to be used for newsletter ad, banquets, clinics, etc; North Star ad will run in Canadian Morgan magazine; form for Kandi Klassic are available.

Newsletter & Internet: - Terry - May 18th is the deadline for the June issue of the Newsletter. It is the Breeding & Foals issue; \$90 for black & white, \$113 for

color ad; NCMA internet slow because of transferring to a new platform; for sale age tab ready to go.

Expo – Gayle – will not have Hylee’s Wild Irish; have two stallion stalls available; have arena time paid for 1 stallion – 15min to 30min in center arena by stall area; Trish will provide stallion; Cheri Olson not participating; Karyl will provide hunt horse; Susan will provide Western & inhand; Kirsten will look into bringing a couple of horses for English; need volunteers to help.

Fundraising/Clinics: Hylee clinic went off well, clinicians well-spoken, good clinic next year – some topics to include 4H judging, harness & broodmares; \$1664 raised, \$295 food & \$295 raffle, less \$554.69 expenses; net \$1,109.31. Thank you notes to Hylee & Arcola need to go out for hosting clinics.

VII. Old Business/New Business

Discussions ensued on how to reach more people – some ideas were to send out complimentary newsletters, hold ice cream social at a park. AMHA has golden reins winners – NCMA needs to follow thru to make sure our members are being recognized.

\$250 Dezzi account money was given to MHSEA by NCMA. Due to rule changes by MHSEA, it will make it difficult for Morgan riders to participate in program – should NCMA withdraw sponsorship and ask for money back.

Motion made by Arlene and seconded by Val to draft letter to MHSEA on how rules impact Morgan youth and ask to return \$250 sponsorship. Motion carried unanimously.

New Business- proposal by Kirsten to revisit Morgan advertising ideas to encourage people to join and how to promote Morgans.

Old Business - go over advertising plan. Also proposed to shorten reports and send out prior to meetings so we can concentrate on marketing plan.

VIII. Adjournment: motion made by Arlene to adjourn meeting at 9:30pm. Seconded by Val, motion carried unanimously.