

NMDA General Membership meeting minutes; November 19, 2017.

Board of Directors (BoD) Meeting Minutes for August 9, 2017, at Raymond G. Sanchez Community Center. Meeting started at 2 p.m.

Participants were all smiles and perspiration after an exercise session with Eric Salazar, belly dancer, exercise leader, and teacher. One participant said, “I can really see how this would help our riding!”

The discussion portion of the meeting began at 3:05 p.m. with welcome by President Susan Reed. Present also were Winnie Fitch, Kathleen Martin, Nance McManus, Cindy Kavan-Winfield, Gina McKay, Coyla Heine, Teresa Heine, and Ann Bresson.

Treasurer Winnie Fitch reported that the checking account had \$18450.83 with \$6000 additional in a Money Market/CD. Winnie said that she would, as an outgoing task, take care of the insurance for 2018 as soon as event dates were available.

Membership chair Winnie Fitch reported that NMDA finished 2017 with 77 members. Three new members have already signed on for 2018.

Even though only a smallish-group was present at this meeting, some grand ideas came forward as well as *thumbs-up* for continuing current direction.

Discussion among those present revolved around the kinds of events NMDA should pursue in '18, suitable venues, and increasing membership among all but especially young people.

Members wanted to continue having **clinics and schooling shows**. We were reminded that NMDA had already scheduled a pilates clinic and a rated show in partnership with the AHANM for 2018. Susan Reed will pursue information about mounting a series of “trainers workshops” which could lead to certification of regional trainers in the various test levels.

To attract new members, the group suggested demonstrations of dressage riding along with freestyle events, an “any tack” show, and membership drives with kiosks for Q&As

**Venues**...members mentioned that Vista Sandia, now with potable water available, would again be a suitable venue. Cherry Tree Farm is willing to host three or more shows. Bosque Farms Rodeo Arena schedules and books early so it was suggested that NMDA move quickly on that. Trinity Ranch was a well-received site last year but the Parks' asking price/day was higher than

NMDA's standing rules allowed. Negotiations continue. The new arena in Edgewood was suggested as a good outdoor site and free.

Booking a dressage show during State Fair was likely not going to happen as the Expo's equine show management required that horses be stalled and trailers parked 1/2 mile away in a lot next to Wyoming. Dressage riders, needing to go in for only their tests and then leave, were unwilling to do this.

Susan Reed, Nance McManus, and Gina McKay will attend an upcoming meeting of State Fair show management under Dauan Elkins to see what can be done.

Members agreed that having schooling shows dispersed throughout central NM was more conducive to entries and equity than centralizing them in one or two places.

**Attracting new members and young riders...**members present suggested talking with breed show organizers about participating or partnering at their youth events, either through dressage demonstrations including freestyles during lunch hours or having youngsters participate in "what's it like?" tests in which a movement is demonstrated and young people with "any tack" follow suit. Teresa suggested an "any tack" instructional clinic for youngsters.

A member suggested going to an elementary school with a donation for its hot breakfast program and ask news media to be there to cover event for publicity and information.

NMDA might advertise a youth event in *New Mexico Kids* magazine.

With the growing popularity and widespread occurrence of freestyle riding, people suggested demo-ing this format at breed shows to catch spectators' attention and interest them in dressage. Jayne Stewart's newly formed drill team might be asked to do demonstrations and narration.

Teresa Heine suggested waiving the nonmembership fee (\$20) for entries at one show/year, combining this with a Q&A booth and membership applications.

**Final meeting notes:** tentative dates for 2018 events will be discussed at the next Board of Directors meeting at 115 Elm St, 6:30 - 8 p.m. December 13, 2017. Susan asked all present to help locate a person who would serve the NMDA as treasurer. She reminded us that this person will have help, and that Winnie has gotten outstanding issues under control and stabilized the accounts. The meeting was adjourned at 4:07 p.m..

Respectfully submitted, Kathleen Martin, secretary.

