

ADA Minutes - October 3, 2017 amended

Location : GreenStone Farm Credit Services, 3225 Walker NW, Grand Rapids, MI 49544

A. **Welcome & call to order** : 7:00 pm

B. **Attendance**: Kathy Walters, Ruthanne Wolk, Ginny Smith, Sue Bardins, Suzannah Simon, Whitney Petersen-McIntosh, Fran Cilella, Sarah VanAllsburg, Meike Vollmers, Phyllis Walsh, Amy Schierbeek
Absent: Laurie Moore, LoriAnn Thwing Guest: Aubrey Vandenberg - jr scholarship candidate

C. **Minutes**: September 2017 minutes - - Suzannah moved: Fran seconded. The Board voted to approve with no corrections.

D. **Officer's reports**:

- President Kathy Walters: no report
- Vice President Laurie Moore: no report
- Treasurer Sue Bardins: distributed most recent balance sheet. Reported another false email attempt for funds transfer - no monies paid out but will research for further action. **In September, the ADA paid Sue for the excessive work required for the outstanding financials items. Sue is still awaiting payment for 3 class sponsorships at the Fall Classic Show.**
- Secretary Ruthanne Wolk: no report

E. **Committee reports**:

- Membership Meike Vollmers: 100 members year to date; 58 members from last year did not renew. **Meike, Amanda & Phyllis will work on a survey to be presented to members at the upcoming banquet.** A submission box will be at the banquet.
- Banquet/Silent Auction Sarah VanAllsburg: reported that the banquet invitations will be mailed to membership. Fran moved to vote on themed attire - Board voted to have no themed attire. Payment for banquet attendance is by check only - credit cards will be accepted night of. **Laurie & Suzannah are in charge of "barn baskets". Lindy Thompson is the guest speaker; Amy - Sarah - Kathy - Meike - Land Grow - & Ginny will set up banquet hall and silent auction; Laurie will announce; Kathy will be "timer" and awards; Lany Grow & Ginny will do centerpieces; Amy & Sarah will run silent auction with Phyllis & Sue tallying/ checking out members with silent auction items; Whitney will do door**

prizes; Meike & Sue will staff membership table; Suzannah will bring banner; Ginny will bring merchandise; LoriAnn will take photos at the banquet and will merge past photographs into a slide show to be viewed during banquet; Whitney will send advertisement details to LoriAnn ASAP/NOW so LoriAnn can intermingle ads within the slide show.

- Clinics/Education Suzannah Simon: reported that the Endel Ots Clinic will be held on November 4&5 at Thomet Stables. **Suzannah moved that the fee will be \$175 for ADA members; \$260 for non-members.** Amy seconded and the Board approved.
- ADA Fall Classic & Invitational Show Suzannah Simon: reported that the show was great but attendance was low.
- Sales/Merchandise Ginny Smith: **will bring merchandise to sell at the banquet.**
- Newsletter Amanda Pitsch: reported via email that no content has been submitted for a newsletter. Discussion ensued of how to get more content - such as reports of different show experiences = show host, rider, spectator.
- Points Fran Cilella: year end points are almost tallied. **Still needs perpetual awards to be returned for engraving.**
- Advertising + sub group Corporate Sponsorship Whitney Peterson-McIntosh & Fran Cilella: new sponsorship banner was completed and will be at the banquet & November clinic.
- Show Sanctioning Laurie Moore: Laurie was absent but Amy will contact her to work to add a new show next season at Wyn Farm.
- Web-based Communications LoriAnn Thwing: no report
- Scholarship Amy Schierbeek: no report
- Junior Board Representative: no report
- Elections Kathy Walters: no report
- Finance Sue Bardins: no report
- Omnibus Phyllis Walsh: no report
- USDF Representative Laurie Moore: no report

F. **Unfinished business:** Payment to Sue Bardins for excessive ADA financial work was paid in September. The USDF Meeting/Hester Symposium on Dec 2&3 was cancelled. New Sponsorship Banner was completed.

G. **New business:** Whitney reported that the Great Lakes Invitational Show was held at a wonderful facility. Attendance was low with only 4 ADA participants. The ADA will emphasize to all show hosts that the role of the organization is to promote/advertise the shows but not guarantee attendance. It was brought

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to ADA attention that Amanda Pitsch's silent auction purchase during the 2016 banquet was not able to be used - due to the B&B facility's problems.
The ADA Board will reimburse Amanda \$200.

H. **Announcements:** next meeting November 18, 2017 - - 4pm at English Hills Country Club

I. **Adjournment:** Whitney moved - Board approved. Meeting adjourned at 8:05 pm