

ADA Minutes - February 7, 2017 amended

Location : Thomet Stables, 1900 Pettis Ave, Ada, MI 49301

A. **Welcome & call to order** : 7:03pm

B. **Attendance**: Kathy Walters, Laurie Moore, Lyn Kendall, Lori Ann Thwing, Whitney Petersen-McIntosh, Sarah VanAllsburg, Ginny Smith, Phyllis Walsh, Meike Vollmers, Amy Schrierbeek, Fran Cilella, Suzannah Simon, Ruthanne Wolk Absent: Amanda Pitsch

C. **Minutes**: January 3, 2017 minutes - - - Lyn moved to accept and Ginny seconded. The minutes were approved.

D. **Officer's reports**:

- President Kathy Walters: requested that there be a 5 minute committee report time limit with a written summary being submitted to the secretary. She also stated that, in order to be transparent to all ADA members, the current month's ADA minutes will be viewed on the website as unamended until approved by the Board at the following meeting. Those approved minutes will then be on the website titled as amended.
- Vice President Laurie Moore: no report
- Treasurer Lyn Kendall: reported that the ADA account balance is \$18,000.00. There are no outstanding bills and checks are being ordered.
- Secretary Ruthanne Wolk: no report

E. **Committee reports**:

- Omnibus Phyllis Walsh: presented the 2017 ADA Omnibus for distribution. The cost per booklet was \$1.00 and purchased at Staples.
- Show Sanctioning Laurie Moore & Amy Schierbeek: summarized an email from Kevin Bradbury and a quote for running the schooling shows - \$400/ show for up to 40 entries. There was also an opportunity to rent an on-site computer for check in and/or scoring.
- Clinics/Education Suzannah Simon: announced horse & rider wellness clinics all detailed on the ADA website:
 - Feb 11 Dr Pam Ditonto at Thomet Stables
 - Mar 11 Fran Cilella
 - Apr 8 Lisa Murray Machala LMT
 - Mar 24 & 26 Janet "Dolly" Hannon - - - in partnership with the ADA Dressage Show on Mar 25 at Concord Ridge EC

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- ADA Fall Classic Suzannah Simon: presented options for naming the new show that will be replacing the ADA Annual Show. The Board voted to select "ADA Fall Classic & Invitational" as the name. Awards will be ordered soon to take advantage of 12% savings.
- Banquet/Silent Auction Sarah VanAllsburg: requested that the PayPal account be re-instituted in order to ease the payment process. She stated that unannounced silent auction items will not be accepted day-of banquet. She is looking for other venues for cost comparison and was given permission to book for the Nov 18, 2017 date.
- Sales/Merchandise Ginny Smith & Sarah VanAllsburg: requested permission to place ADA apparel at both Millbrook and Classic Equestrian. She is looking into ordering more items such as sweatpants. Will get past pricing information from Lynn.
- Membership Meike Vollmers: reported that as of February 2017 there are 47 ADA members of which 5 are new members. The complete roster is online within the ADA Dropbox. The new contact person for USDF membership is Maggie Shell.
- Newsletter Amanda Pitsch: absent from meeting but submitted a written report stating that the newsletter was in progress. There is a lot of content that will be covered - banquet, upcoming clinics & shows, award winners and article of interest. She recommended offering advertising within the newsletter and that it be sent only to current members possibly encouraging prompt renewal.
- Web-based Communications Lori Ann Thwing: This will be the new name for the combined web-based committees including communication, social media/Instagram, website and art director. Lori Ann requested that classified ads be sent directly to her for website posting. There was a unanimous vote that ADA members (not a business) be given free text-only classified website space.
- Points Fran Cilella: requested that she be informed of which shows will be using the computerized show system.
- Advertising Whitney Peterson-McIntosh & Fran Cilella: presented a chart outlining the various categories and proposed additional offerings for each. Whitney motioned to add a "Trainer" category. Ginny seconded and the motion passed. She offered a suggestion to create a banner displaying ADA sponsors that could be used at each ADA show.
- Scholarship Amy Schierbeek: asked if the website scholarship page could be more easily viewed. Lori Ann will look into this.
- Junior Board Representative: Amy announced that the rep will be Ella Hoeskstra.
- Finance Lyn Kendall: no report
- Elections Kathy Walters: no report

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- USDF Representative Laurie Moore: no report

F. **Unfinished business:** none

G. **New business:** Laurie announced that there will be an MDA sponsored Scribe & Ring Steward Clinic sometime in April.

H. **Announcements:** Next meeting on March 7, 2017 - - 7pm at Thomet Stables

I. **Adjournment:** 8:21pm