

SEDA Board Meeting

October 25, 2021 – Zoom conference call.

Board Members Present: Marie Cobb, Judi Dauterive, Natasha Fernandez, Paula Gregory, Emily Jackson, Marilyn Kulifay, Nicole Miller, Isabella Rodwig, Rebecca Smedley. None absent.

Call to Order at 7:35 PM

President – Nicole conducted the meeting via Zoom.

1. Elections: Nicole confirmed that all candidates are unopposed, and the list is available to members for objection or comment until November 1, at which time, with no objections pending, the election will be official. Nicole thanked the Board members who ran again and extended many thanks to Paula for all that she has done, as her term will be complete in December.
2. Show dates: The show dates for Lagniappe Equestrian Center and Amen Corner Farm were discussed with no objections. Dawn Kelly of Pony Club submitted three show dates, and January 15-16 was chosen as the best date. Nicole will advise Pony Club.
3. SEDA Bucks: The use of SEDA Bucks was discussed, and a motion to clarify by Marie, seconded by Paula, that SEDA Bucks are not accepted for sponsorships. Passed unanimously.
4. The USDF Convention will be virtual. There is no fee, members can register and attend.
5. Education: There will be a dressage clinic in conjunction with the Schooling Show Championships. Several possible clinicians were discussed.
6. Sponsors: Banners and tokens of appreciation were discussed for the major sponsors of the cross-country course update. A budget was discussed and agreed upon. Nicole will coordinate. Rebecca suggested that the appreciation be something unique.

Vice President – The annual banquet will be January 29, 2022. Themes for the banquet were discussed. Derby Day/A Day at the Races (big hats & dress up) was determined to be the theme. Nicole and Paula will work out promotional material.

Treasurer – Rebecca sent the Balance Sheet and P&L through October 25, 2021 by email before the meeting. The current bank account reflects the fund-raising efforts for improvements at the LEC cross-country course that SEDA uses for its recognized and schooling horse trials. She plans to pay expenses for the cross-country course before the end of the year. She is currently entering the expenses for Fleur de Leap, so that the balances do not yet reflect the total picture for Fleur de Leap.

Eventing – Emily reported that Fleur de Leap went well and had many more entries this year. The cross-country course rode well and was well received. Due to some miscommunications, it was suggested a meeting between designated board members and parties, which Nicole will facilitate. The December Fleur de Leap schooling show is in the process of being promoted.

Dressage – Judi reported that Le Bon Temps went well and had provided her thoughts to Board members prior to the meeting. Due to competing events and resources, the entries were low for the 2021 Le Bon Temps. Judi did not think that the show could be moved to Spring due to other competitions in March, April and June. If Le Bon Temps was a Level 2 show without the necessity of two judges each day and a

show manager, Judi estimated that 24 entries would be breakeven. Nicole questioned if partnering with Pony Club would bring in more entries and how to encourage more eventers to enter Le Bon Temps. Nicole also pointed out that SEDA has a special award for those members who participate in both the dressage shows and the horse trials. Judi will put together a marketing plan for next year targeting dates and groups. Judi moved to have Le Bon Temps as a Level 2 show and as two separate shows (one each day on the weekend) with one judge each day for next year, seconded by Paula. Passed unanimously.

Membership – Natasha reported that there were 18 members who renewed, with one new member.

Juniors – Three juniors are supporting LBT by competing there. Isabella is working on having a Juniors' breakfast, either at Fleur de Leap or at the Schooling Show Championships. Isabella will create a list of juniors' achievements during this past year for mention at the Banquet.

Communications – Marie will send out communications to SEDA members via the Bleeps.

Year End Awards – Judi discussed having jackets as a possible year-end award. Nicole will pass along her contact for awards/prizes to Judi.

The next meeting will be December 9, 2021 at 7:30 pm. Anticipated reports: Le Bon Temps, cross-country course work, Fleur de Leap schooling show.

The meeting was adjourned at 8:48 pm.

Post Meeting Business

Post August 4, 2021 meeting business:

August 5, 2021: Nicole sent out revised Awards documents for review and comment by the Board.

August 20, 2021: Nicole sent out the August 4, 2021 minutes. Approved by the Board.

August 25, 2021: Nicole sent out a request by the Southwest Dressage Championships for sponsorship. Approved by a majority of the Board, one abstention. Pending as to amount.

September 12, 2021: Nicole sent out an email advising the Board that the election officials were in place. The following are running for the SEDA Board:

President: Natasha Fernandez

Vice President: Nicole Miller

Secretary: Marilyn Kulifay

Treasurer: Rebecca Smedley

Membership: Lydia Chiasson

Eventing: Emily Jackson

Dressage: Judi Dauterive

Juniors: Isabella Rodwig

Communications: Marie Cobb

Also, the email advised the Board that Fleur de Leap was going forward, even though Lagniappe Equestrian Center had sustained some damage from Hurricane Ida.

October 6, 2021: A Zoom Board Meeting was scheduled for October 25, 2021 at 7:30 pm.

October 12, 2021: Nicole sent a proposal from Sharon and Jessalyn to manage the Fleur de Leap schooling show. It was suggested that an office fee be added to the show to offset the increase in expenses. Approved by the Board for the December 2021 Fleur de Leap show.

October 19, 2021: The Board voted to hold Le Bon Temps, in spite of very low entries (one abstention due to a conflict). The rationale is that we need to support the local dressage community, although it results in a loss to SEDA. Judi will investigate options to reduce costs for future years. (see minutes above for discussion).

Post October 25, 2021 meeting business:

November 2, 2021: Lagniappe Equestrian Center requested approval for a second judge for their show, due to unanticipated response and entries. Approved by the Board.

November 18, 2021: Nicole requested ideas and approval for the sponsor appreciation gifts. The Board approved three gifts to be awarded to the top sponsors of the cross-country course.

November 25, 2021: Nicole brought to the Board's attention an Awards issue. The solution that the Board agreed upon was to have a one-time only "Giving Tuesday" special where a member could donate their hours to another member. Approved by the Board.