



**WINTER 2017 Board Meeting MINUTES
Monday & Tuesday, February 6-7, 2017**

**Sheraton Sand Key Resort
Clearwater Beach, FL**

Monday, February 6

New Board member welcome luncheon and Foundation overview was hosted by Rebecca Hogan and NSBA staff Dianne Eppers and Lynn Campbell. New Board members include Laurel Champlin, Merry Sharp, Dominic DeStefano and Brad Beauvais.

Social Reception and Dinner reception hosted by FDN Chair Rebecca Hogan. Guests included NSBA Member Verdena Pabon and Trainer Crisis Fund recipient Chele McGauley. Chele shared her story of the devastating flood that overcame her home, barn and horse/livestock business in Louisiana in 2016.

Tuesday, February

ATTENDEES: Rebecca Hogan, Amy Hassinger, Alyssa Ypparila, Jennifer Hulcher, Carrie Oakley, Susan Knapp, Wayne Davis, Brad Beauvais, Laurel Champlin, Dominic DeStefano and Merry Sharp .

Rebecca Hogan called to the meeting to order at 8:20 am.

Lynn Campbell provided a brief overview of *The Annual Fundraising Cycle* for all in attendance.

OLD Business:

September 2016 Minutes- Minutes were reviewed and accepted.

Financial Report:

Financial Report was presented and accepted.

2017 Budget was presented and accepted.

Scholarship Report

One \$2,000. 00 scholarship will be available to be awarded in 2017. Deadline for application submission is February 15, 2017. Scholarship Selection committee will review and select recipient by April 1.

BY- LAW UPDATES and Revisions

First submission for review of a comprehensive re-write of By-Laws for the NSBA Foundation. Document submitted provides more structure, descriptive verbiage and guidance while using same framework as NSBA Association By-Laws.

DISCUSSION – Reviewed and agreed the additional structure is needed and the Foundation should not be referred to as a membership organization. A motion was made and seconded to accept the bylaws as amended with the references to “membership” removed. Second presentation of the revised by-laws will be made to entire Board at May 2017 meeting for final acceptance.

New Business-

Kick off to 2017 & Chairman’s Message- given by Rebecca Hogan. Message is posted on the NSBA Website. Watch phrase for 2017 is “Together We Grow.”

New Projects for Funding Report- Presentation of a list of new special projects was presented to and reviewed with the Board. The list will remain a “working document” to be updated as needed.

Coaches Boot Camp for EWD and/or HOH Instructors– This would be specific to Coaches/ Instructors/ Riding Center Leaders to attend to become aware of NSBA competitive events and opportunities for riders. Discussion. No action.

DISCUSSION: After discussion of each listed project the board reached the following:

Promotional Video- Motion made and seconded to fund a promotional Foundation video out of program specific restricted funds currently in Foundation accounts. Motion Approved.

HOH NSBA World Championship Reception Area- Discussion around the need and use of described area. Motion made and seconded to fund Reception area for HOH. Motion failed.

Veteran Personal riding experience- Boot camp for Veteran Riders. Motion made and seconded to table this item indefinitely. Motion approved & no action to be taken at this time.

Monthly Spotlight in *Way to Go* Magazine- Motion made and seconded to use the appropriate restricted funds to have the monthly spotlight for the next twelve months – to be reviewed after one year. Motion passed.

NSBA Boot Camp- Discussion. NSBA Foundation is not able to provide funding at this time. May seek external funding through staff. No action at this time.

Program Updates, Funding Position Expansion & Discussion

- Reviewed Funding Cycle- and the importance of timing for presentation to Board for consideration of projects to fund for following year.
- Reviewed Foundation Levels of Giving, and the 2016 final Donors list.
- NSBA World Show Entry Form for Foundation contribution – will continue discussion on possible inclusion on entry form.
- Carrie Oakley presented a letter from Guntard & Cathrin Gutman making a 3 year annual financial commitment to be used in the Equestrians with Disabilities program.
- EWD at the Congress- 2018-2020 commitment made for NSBA Foundation to continue to fund. Discussions will start now with current donors.
- Crisis Fund focus in 2017 – Discussion of a fundraising event at Tom Powers Futurity in June. Wayne Davis and Susan Knapp are to chair the event with help from Foundation staff. Will provide format at May meeting.

Activity with Board member help will also be held for “awareness” of NSBA Trainer Crisis Fund at 2017 Sun Country Circuit with *#cowboycourage* t-shirts. Donors will receive a NSBA Foundation t-shirt.

- Sponsor A Rider with 90 Riders in 90 Days Campaign to continue. Recommitment letters will be sent to all of last year’s donors. We will continue to use 90 Riders/ 90 Days tag for marketing efforts. Campaign will run March 1- May 31.
- Silent Auction- Recommitment letters will be sent March 1 to all last year’s Auction donors. Plans in place to continue smart phone bidding and registration through GIVE SMART. Carrie Oakley will continue as Chair.

Donor Prospects – Board Members “Who Do you Know”

List of 2016 donors and the programs they provided funding for were reviewed by all.

Motion made to adjourn meeting by made and seconded.

Meeting adjourned at 2:10 pm.

Respectfully submitted,
Alyssa Ypparila, Secretary

