

GLASS-ED Meeting Minutes
Sunday, March 7, 2022

Call to Order: 6:10 pm

Quorum Established: Janice Smith, President; Amanda Pitsch, Vice President; Tereasa Hufstedler, Treasurer; Joanne Coy, Secretary; Mary Johnson, Patti Adams, Maria Lewis, Angela Fowler.

Absent: Jean Gagliardo, Carmen Medina.

Approval of Last Month's Meeting: Tabled until next month's meeting.

Officer Reports:

President-Region 2 meeting coming up Wednesday, March 30, 2022 at 7:00 pm. Contact Janice for invitation if you wish to attend, open to all region 2 members.

Vice President-no report

Treasurer-Tereasa H. reports that

Treasurers Report - February 2022

Beginning Balances 5/3balance 14,746.15.

MSUbalance 1,204.57

PayPal 2,757.03

Receipts18,707.75. PayPal Income 981.08. 5/3 income75.00

Omnibus AdPayPal Refund139.95. software5/3 Income 60.00 member/

Total Income. 1,256.03

Disbursements paypal fees 45.50

Omnibus 356.68

MSUCUUSDF GMO dues 404.005/3

Banktrial postage omnibus 0.98. MSU CU Ttl Expences 807.16

Ending Balance 5/3 balance14,477.15

MSU balance 846.91 Paypal 3,832.5619,156.62 PayPal Membership \$300

6 membershipsYEA\$65 13 YEA awards. Coy Clinic\$160 4 sign ups. Albright Clinic\$140

2 sign up saddle fitting audits \$0 2

Patti made motion to accept Treasurer's report as written, Joanne seconded, all approved, motion passed.

Committee Reports:

Audit-Patti/Tereasa-audit through February complete and accurate

Banquet-Patti, Angela, Tereasa- Patti reported: Halls still run 150.00-300.00 for a weekend rate. Most cannot hold over 50, Oshtemo was large enough and available but only has 8 banquet tables. We then do all set up clean up and hire it catered or bring in our own. Halls do require a 1Million dollare liability insurance for the day and a 250.00 security deposit. It just seemed like to much of a hassle to go this route.The best option I found was a restaurant. Martells, There is NO FEE for rental. Date is available Nov 6th, 11:30-4:00 Holds 60 plus two cubbies for additional 60 to sit or can hold awards in these areas. Have tables for awards and a screen, No PA but others have not needed one (or can bring one in) Meal is plated. Drinks of water (free) Iced tea, lemonade, soda additional 2.50-3.00 Plus 22% gratuity Martells (previously The Black Swan) 3501 Greenleaf Blvd, Kalamazoo. For 22.00 we can do soup and salad (inc one drink and gratuity), or bump up to sandwich for 26.00 or entree and still stay under 30.00 per plate inc drink and gratuity. Sheraton is also available for that date as previously presented.

After discussion, Tereasa made motion to go with Martell's soup salad and sandwich combination, Angie seconded, all approved, motion passed.

By-Laws-tabled

Clinics-Saddle fit: 12 registered, 5 are non-members so income is \$100 currently. Clinic is from - 1-3pm - do we need snacks?

WD clinic - 6 rider spots filled - two left. 1 auditor registered. 2 judges interested in auditing as well.

Kelly Albright clinic - 2 registered riders

Mobile Confidence Clinic - no registrations yet.

Will be promoting on GED page next week (after posts about MHC). Saddle fit clinic already promoted - resulted in 4 more registrations. Will also share in other groups in the next two weeks.

Annual Show-Mary Johnson-Maryal Barnett Judging, contract not yet returned, fee \$600.

GMO-Region 2 meeting coming up on March 30, 7:00, contact Janice for info if you wish to attend. (zoom)

Website-Angie-new members information needs to be added, plus omnibus.

Marketing-Amanda-One quick note about marketing stats. Here are some numbers from Facebook today. We are reaching larger numbers of people. Having you all share the posts does make a difference. Currently we are up to 900 likes on our page. I challenge us to get to 1,000 by the end of the year. You can help us get there by inviting your friends to like the page.

As a bit of general information, there is an art to the timing and frequency of the posts to make sure we are not being filtered out or posting at times that people will miss the messages. For example, though am working on GED marketing items at midnight, it is not wise to create the clinic events right now because they will be buried by newer posts by morning. So I will continue to do my best to schedule these and ensure they are hitting at the right time. This is also why I am selectively picking a specific event to promote and not all of them at once.

Membership-Presently 35 members.

Nominations-no report

Omnibus-Mary-Omnibus is at printer's, will be distributed at Expo and 4-H Tack Sale, those that aren't delivered there will be mailed

Points-no report at this time

Rules, Policy, Procedure-no report at this time

Show Committee-Angie, Carmen, Amanda

Clinic Specific Marketing

- Facebook post created promoting clinic registration (this post reached 580 people with 30 reactions)
- More Facebook posts to follow promoting individual clinics
- Social post will be made on MI Dressage Clinics FB, Grand Rapids Area Equestrian Network, and various Western Dressage Facebook groups. – Amanda, update on timing for this?

Facebook

- FB Events will be created for clinics once past member-only window – Amanda, updated timing for this?
- FB posts started promoting omnibus advertisers
- FB Metrics – reached 1,314 people in the past 28 days, that's up 25%! Page visits are up 67% over the past 28 days.
- **PLEASE SHARE!** The best way to grow our organic reach and increase followers is to get our posts out. If you don't already, please follow our Facebook page. Check it weekly and share a post of ours per week to your own personal Facebook pages.

Website

- Clinics listed for all to view and register – not just members

Expo

- Carmen, Maria, Angie, Janice, Janice's niece Ashley and Mary are all working
- TV and cords ordered/received
- Awaiting board feedback on printing for flyer. Will print black/white membership form at same time
- Finishing trifold update
- Finishing slide show (will send to all who will be working the Expo). **Please remember to bring your laptop to the Expo to run the slide show.**
- Carmen and Mary need to connect to transfer the omnibus

The Dressage Foundation GMO Representative Program

- Would anyone line to represent Glass-Ed? Associated TDF GMOs spread the word about grants available to youth, amateurs, professionals, breeders and GMOS. We received a TDF grant for our Western Dressage clinic in April.

Show Evaluations-tabled

Year End Awards-Mary-question came up from Angie re. embroidery needing a cleaner file, vectorized format.

Virtual Show-although they are a lot of work, Tereasa and Patti are willing to run the virtual shows (June, July, August, September) because they are good for the juniors and may be a viable opportunity for those that might need an affordable way to show.

Expo-we have schedule of people attending, flyers will be available, slide show.

Next meeting-Sunday, April 3, 6:00

Motion to adjourn made by Amanda, seconded by Angie (and everyone).

Minutes respectfully submitted by Joanne Coy, Secretary