

Mid-Ohio Dressage Association
Minutes of Meeting
03/08/21
Via Zoom

Officers/ Board Members present:

Vicki Milliron, Jessica Kuhnash, Anna Cluxton, Beth Baryon, Phyllis Stevens, Nancy Wentz, Kate Dobrowolski, Christine Talbert-Bash

Not present: Kathy Beecher

Also Present:

Joe Hull, Sherry Hull

Meeting started 7:05pm

1. Previous meeting minutes from 3/8/2020 were submitted for accept. **Nancy Wentz motioned to accept the minutes. Jessie Kuhnash seconded. Motion passed.**
2. Everyone welcomed Kate Dobrowolski to the Board.
3. Treasury report: Beth Baryon shared balance and details.
4. Christine Talbert-Bash reported regarding schooling shows: Valley View 6 shows, and South Wind 2 (have been sent to Anna for website). Verbal commitments from Heritage and Happily Ever After series but they have not yet received paperwork. Meg McTiver is managing Happily Ever After.
5. Discussion about ring rental to local group hosting dressage schooling show:
 - a. Concerns about return of ring in time for the Classic, as there will be a quick turnaround time with a show at BH hosting a show the weekend prior.
 - b. Suggestions made about adding more details to rental contract to help ensure return in timely manner (larger deposit, dates spelled out).
 - c. Also suggestion to offer 8 hours volunteer time to someone to tear down and haul rings up ahead of time in trailer and let trailer sit there.
 - d. End result: Vicki will contact the club to discuss details including past due amount and will circle back with Christine.
6. Level One show in September: at Madison, are we okay with only offering up to 2nd level classes: overall feeling was yes.
7. Marin Kuhn Clinic: Vicki wants to keep rides at 150 or less. Mary will do lunch. Discussion ensued about pricing. Was decided to probably start at 170 for non-members. Stalls 25 or 30.
8. **Anna asked for a motion to attach the Annual Reports from Treasury, Website and Social Media, Sponsorship, and Youth Committee to the minutes. Beth Baryon motioned, Phyllis Stevens seconded. Motion passed**
9. Policies: Joe and the Board reviewed and discussed and suggested changes to a draft Policies and Procedures document which had been previously emailed out to the Board for review. **Jessie Kuhnash moved to adopt the modified document. Christine Talbert-Bash seconded. Motion passed.**

10. Qualifications for Adult/Youth Education grant will be discussed and reviewed at the next meeting.
11. Next Meeting in April 12th at 7pm via Zoom.
12. **Jessie Kuhnash motioned to adjourn meeting at 8:44pm. Nancy Wentz seconded. Motion passed. Meeting adjourned.**

Respectfully submitted by Anna Cluxton

Attachments:

Annual Reports from Treasury, Website and Social Media, Sponsorship, and Youth Committee

MODA Youth Committee 2020 Youth Committee Highlights

Submitted by LuAnn Grover
Youth Chair Julie Kotlarz-Franzen

- Added youth member, Kayley Knollman, to committee
- Held Youth Clinic featuring Roz Kinstler, USDF Youth Coordinator.
 - 6 youth riders participated with double digit auditors.
 - During lunch Roz lectured on the USDF Youth Program and answered many questions
 - The Shane Center gave the youth a seminar on Balanced Rider Mechanics.
 - They brought 2 Balanced Rider machines which all participants got a chance to try.
 - We had 39 participants.
- In December, we held an equine nutrition webinar featuring Racheal Moller.
 - Rachael gave an overview of what it is like to be an equine nutritionist, how to assess the nutritional status of a horse and how to correct deficiencies.
 - We approximately 10 participants for the webinar.
- We had a total of 18 youth members in 2020.
- Youth members volunteered for 8 hours to make 20 signs to post on the stalls of all youth riders competing at the Mid-Ohio Classic.

MID-OHIO DRESSAGE ASSOCIATION 2020 FINANCIAL REPORT



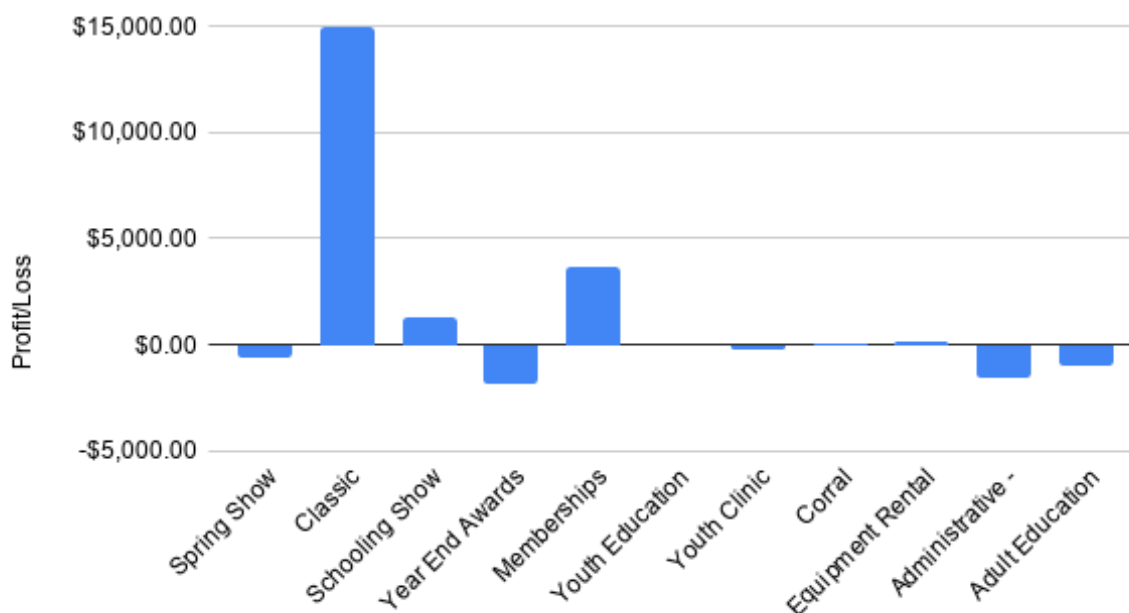
THE ACCOUNTS

Beginning Balance: January 1, 2020 - \$16,281.57

Ending Balance: December 31, 2020 - \$31,077.66

Event/Activity Name	Revenue	Expenditures	Profit/Loss
Spring Show	\$190.00	\$850.00	-\$660.00
Classic	\$107,074.88	\$92,104.77	\$14,970.11
Schooling Show	\$6,585.00	\$5,271.04	\$1,313.96
Year End Awards	\$1,219.48	\$3,037.96	-\$1,818.48
Memberships	\$5,810.08	\$2,166.00	\$3,644.08
Youth Education Fund	\$99.62	\$99.62	\$0.00
Youth Clinic	\$759.78	\$960.00	-\$200.22
Corral Subscriptions	\$167.00	\$154.00	\$13.00
Equipment Rental	\$150.00	\$0.00	\$150.00
Administrative - Taxes, Bank, Website, Newsletter	\$10.00	\$1,621.98	-\$1,611.98
Adult Education Scholarship		\$1,000.00	-\$1,000.00
Totals	\$122,065.84	\$107,265.37	\$14,800.47

Profit/Loss



Mid-Ohio Dressage Association
2020 Sponsorship Committee Report

The Mid-Ohio Dressage Association (MODA) Sponsorship Committee seeks to keep the expenses for first place and high point prizes as low as possible, while also increasing awareness of MODA and our shows, with a big focus on the Classic in July. Over the last few years, MODA built great relationships with several equine businesses who complement our shared goals at shows. Feedback is that MODA is one of the friendliest and organized shows to attend and engage with. This year Anna Cluxton and Kara Corpman worked hard to make the Classic a fun showcase for sponsors with donated prizes for all winners and high points.

Sponsorship activities include hours of time sending hundreds of emails, following up on leads, receiving and organizing donations, transporting and displaying prizes, creating social media posts and communications, setting up and maintaining displays and banners (including the “Celebration Station” at the Classic), as well as loading out and storing all unused prizes and banners and other promotional items. Putting together the show program alone for the Classic takes approximately 10 hours. The Sponsorship Committee also relies on other MODA committees and individuals. Beth Baryon is responsible for identifying all prize winners and following up with them after the Classic, and Joe and Sherry Hull hosted the awards table at the Classic to keep it organized and Covid19 compliant.

In early 2020, as most shows across the US chose to shut down, MODA decided to move forward with the Classic. Due in part to the various restrictions and increased budget of unanticipated expenses, it was decided not to provide First Place prizes, and to not seek out sponsorships. Rather, a focus was placed on celebrating previous years sponsors. However, our supporters pushed forward with donating money (unsolicited) and encouraged us to seek out other donations for first place prizes. This support by our show attendee community speaks highly of MODA’s ability to thrive under pressure.

MODA’s philosophy for First Place and High Point prizes is to offer multiples of similar items, so that there is no “first come best served” of limited prizes on the first day or earlier in the day. MODA does not currently offer sponsorship of specific classes or levels. Our focus is on Ring Sponsorship, social media, website, and live announcements, and advertising in our show programs

In 2019, Anna brought in \$2,265 in sponsorship dollars for the Classic through direct sponsorships and advertisement revenue. Expenditures for First Place and High Point prizes totaled \$2,238. Additionally, MODA received numerous donations for prizes to help keep expenses low. MODA had an inventory of 169 First Place Prizes, and 18 High Point Prizes. Included in our expenses has been the printing costs of a show program with full color cover and some color pages.

	2018	2019	2020
Ads/ Sponsorships	\$2175	\$2265	\$450
Expenses	\$1457	\$2238	\$209

In 2020, with no formal sponsorship requests and no budget or goals for prizes, Anna brought in \$450 in unsolicited funds. With the show continuing to bring in entries and actually go onto a wait, Anna received permission to purchase boot polishers at an expense of \$209. Anna and Kara solicited various businesses for a donation of any kind in order to provide more options for First Place and High Point prizes, and the results were overwhelming. MODA received \$1,770 in gift cards, including \$10 gift cards which Equus Now! mailed out to all 82 First Place winners. Additionally, we received 35 donated prizes including full size coolers and dressage pads. We ended up with an inventory of 252 First Place prizes and 37 High Point prizes. This included first time donations from Schneiders Saddlery and Granville Milling. We also greatly reduced costs by switching to exclusively an online electronic show program. This also enabled us to offer full color ads for all sponsors.

In 2021, the Sponsorship Committee plans to continue to look for new sponsorships, as well as continue the great relationships with our super supportive community.



The Sponsorship Committee would like to acknowledge Timbuk Farms for donating flowers and potted plants to decorate the "Celebration Station," and Winslow Photography for their continued support by giving us free photos to use in a variety of ways. We also would like to highlight Kara Corman for securing many prizes and helping with the setup and maintenance of the Celebration Station.

Mid-Ohio Dressage Association 2020 Marketing, Website, and Social Media Report

With the onset of Covid19, many more people engaged in social media than ever before. Facebook, websites, and electronic meeting platforms evolved from communications into a more complex way many people interacted and engaged with each other. Industry research says that people seek out and consume information better when it is presented in a variety of ways, versus relying on a single source. For example, posting an article on a website that is then shared onto social media, as well as communicated out via email and messaging allows multiple paths to the same destination, versus reliance on a “if you build it, they will come” theory.

Mid-Ohio Dressage Association (MODA) has a strong presence on social media and the web, as well as strong electronic communications. In 2020, we saw increased traffic and engagement on all platforms. For the first time, we hosted an electronic only version of the Classic show program. And we earned a national honor from our governing body. Lastly, our educational and “heads up” communications prior to the Classic set a tone and standard for how other shows conveyed the safety measures and processes new to everyone. In 2021, we hope to increase member access to MODA official information by housing it on our website.

Constant Contact

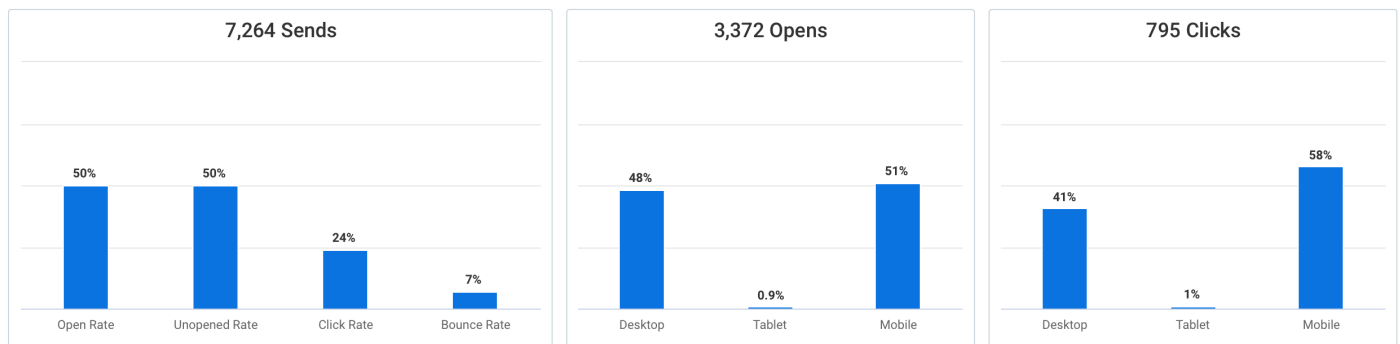
Our Constant Contact (CC) account increased by 125 contacts to 744 individual email accounts. This happened through integrating a contact list from Show Secretary and sign ups via our website opt-in page. CC is our primary way to welcome new members, communicate information “on the fly,” and promote our shows, events, and general activities. It is also a great way to showcase our membership and sponsors through our “Half Halt” emails. Creating content takes a few hours each time, although some templates are used for certain activities. This year Anna Cluxton, Beth Baryon, and Kaytlyn Rowen used CC to send out focused communications to our members, to our Youth members, and to volunteers for the Classic.

Trends

Check out how your numbers compare over time.

Your open rate:	50%	Your click rate:	24%
vs. previous 365 days	+8% ▲	vs. previous 365 days	+15% ▲
vs. industry average	+35% ▲	vs. industry average	+15% ▲

Our open rate of 50% is far above the industry average of 15%. And our “click rate,” which represents the clicks on links in the emails, is almost than triple the industry average of 9%. By taking deeper dive into our open rate, one can see that recipients open split opening between a desktop computer and their mobile phone, highlighting the importance of producing content that is easily accessible by phone.



Facebook

Facebook continues to dominate the social media platforms as the most popular and accessible format across the most diverse age groups and technology boundaries. It remains relatively easy to navigate and use. A thriving Facebook page is seen as the initial “face” of businesses and organizations and is critical to consistent growth. Our page has seen a huge increase in engagement and following, most of which can be attributed to our posts surrounding the Classic, but which continues to be consistently popular throughout the year. Anna Cluxton and Amy Rothe-Hietter are the administrators and content creators for Facebook.

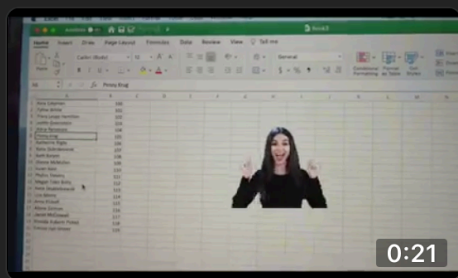
Our Facebook community grew from the previous year by almost 300 followers.

12/24/19 1330

12/24/20 1608

A popular function of our Facebook page is the interaction that happens “live” during shows and other activities. People simply love seeing themselves and their friends.

All Videos



#MODAMember Raffle!!

7 weeks ago · 125 Views

12



Amy Rothe-Hietter 524

#midohioclassic

32 weeks ago · 337 Views

19



Kayley Knollman 525

32 weeks ago · 314 Views

16



Mid-Ohio Dressage Association's Video

32 weeks ago · 283 Views

20



Mid-Ohio Dressage Association's Video

32 weeks ago · 222 Views

16



470

32 weeks ago · 508 Views

17

Instagram:

Although we do not use our Instagram page very consistently, we continue to gain a following on Insta, as well as be tagged in photos by other users. We started our Insta account in April 2018. We currently have 418 followers.

Hashtags that tag MODA and the number of times used:

#MODAMember 139

#MidOhioDressage 59

#MidOhioDressageAssociation 75

#MidOhioClassic 29

#MODAvate 24

Website - Midohiodressage.com:

All roads lead to our website as the electronic “home” of MODA. Anna Cluxton is the MODA webmaster and content creator. This involves several hours per month, with additional hours for producing graphics and content for shows, clinics, and other club activities. This year a local links page was added, as well as a Covid19 graphic page. Both brought an increase of traffic versus the previous year. The plan is for the links page to continue to evolve and eventually host paid advertisements, but this is limited to the availability of other volunteers to do the work. We also plan to post a Virtual Handbook with MODA ByLaws and Policies, as recommended by USDF, and an area devoted to Board and Membership Meeting minutes.

Also, in 2020, a dedicated MODA Classic page was created that repeated information posted on Facebook or sent out via various emails, or that was not readily available on the show page on ShowSecretary.com. This included graphics, photos, and our Classic show program. After the conclusion of the Classic, it housed thank you’s to our sponsors, results, and photos of some awards winners.

Our website received an Honorable Mention from United States Dressage Federation for GMO’s of our size (75-174 members).

Traffic Summary

Export

Monthly



January 1, 2020 - December 28, 2020

Page Views

4,294

+987% from last 363 days



Unique Visits

2,325

+1034% from last 363 days



Avg. Pages Per Unique Visit

1.865

+1198% from last 363 days



Traffic on our website increased over 1,000% across the three main measurements. The biggest spikes happened during July (the Classic) and toward the end of the year. This probably happens as members seek out how to submit scores, renew memberships, and view results of Year End Awards.

Unique Visits Page Views

