



2019 CLD Officers' Reports

PRESIDENT'S REPORT

2019 has been a challenging year. We struggled to keep our membership numbers up and it was equally as difficult to find volunteers to help run our rated Classic shows and other events.

I tried diligently to find some new and younger people to bring on board to help invigorate our club and to make it more fun, however, my attempts were not successful. I have some deep concerns for the welfare and future of CenterLine Dressage.

We did hold an educational get together in February, a lecture, given by Kate Fleming-Kuhn on Rider's Position and Seat after our regularly scheduled CLD board meeting.

Both of our schooling shows, managed by Teresa Litchfield, were successful and enjoyed by all who attended.

Our rated Classic shows were again held at the Illinois State Fairgrounds with one ring, making two fairly long days of showing. Next year we look forward to having two rings again, as the Coliseum has been renovated and is once again up and running.

We are looking forward to enjoying our awards dinner and annual meeting at the Sangamo Club with record low numbers of 26 people.

I have enjoyed my time serving as president of CLD for the past six years and hope that whoever replaces me, will bring some new life and much needed enthusiasm back into our club. It would be very sad to see our long-running GMO come to an end, which would cease our fun schooling shows and educational events, which help bring in newcomers to our wonderful sport of dressage.

Judy Nordstrom, President



VICE-PRESIDENT & MEMBERSHIP REPORT

This is my first year as Vice President and Membership chair for CLD. In the past I have served on the Nebraska Dressage Association board as their junior member. In 2019 we have 65 members, compared to 69 members in 2018.

In 2019, CLD was required to send USDF \$20.00 for our individual/primary or youth members and \$10.00 for our supporting family members. In 2020, dues will increase by \$4.

In the following year I am optimistic that we can grow our GMO and create more interesting in being a part of CLD with better educational events and membership perks.

Casey Eiten, Vice-President

NEWSLETTER EDITOR REPORT

There were three issues of The Reader published in 2019, February, May and October. In addition web editor Martin Kuhn also issued eight online updates.

Alice Martin, Newsletter Editor & Historian

AWARDS

In 2019, we had a small decrease in horse/rider/level combinations from 2018. Our decrease came in the schooling division. The schooling shows however were a big success this year. IceBreaker and FireCracker had record attendance. I feel the reason for the decrease was two fold. Firstly Youth Charity was held past the score submission deadline and many of our youth count on this event for their second score. Secondly, we had many new adults attending our schooling shows but were unaware of the volunteer requirements.

Rated show participation was up slightly this year. Freestyles continue to grow in popularity.

Teresa Litchfield, Awards Chair

EDUCATION REPORT

In 2019 CLD hosted an educational lecture on rider's seat and position at StarWest. It was well attended with around 20 people in attendance. We had hoped to have Susanne von Dietze, but she was unable to travel here this year.

Kate Fleming-Kuhn, Education Chair

TREASURER'S REPORT

Katie Keim, Treasurer

Balance Sheet as of 10/31/2019	10/31/2019	12/31/2018	\$ Change	% Change
Total Bank Balance	\$ 5,733.25	\$ 7,763.88	\$ (2,030.63)	-26%
Total CD/Money Market Balance	\$ 25,871.50	\$ 25,809.02	\$ 62.48	0%
Net Income/(Loss) as of 10/31/2018	10/31/19	12/31/18	\$ Change	% Change
Classic Net Income/(Loss)	\$ 666.70	\$ 99.93	\$ 566.77	567%
Icebreaker Net Income	\$ 352.78	\$ 344.87	\$ 7.91	2%
Firecracker Net Income	\$ 420.39	\$ 216.00	\$ 204.39	95%
Net Clinic Income/(Loss)	\$ 0.00	\$ 131.13	\$ (131.13)	-100%
Net Membership/Other Income/(Loss)	\$ (3,408.02)	\$ (3,657.16)	\$ 249.14	7%
Total Net Income/(Loss)	\$ (1,968.15)	\$ (2,865.23)	\$ 897.08	(31%)

SECRETARY'S REPORT

Responsibilities:

- 1) Record the monthly meeting minutes and post them to the WriteBoard for review by the board members who have the option to edit and modify the minutes. The WriteBoard retains all versions of changes made. Once the minutes are approved by the Board, they are published in the Reader.
- 2) Prepare ballot for annual election and receive/count any snail mail ballots.

Activities:

This year we had three Board Meetings for which minutes were prepared and posted to WriteBoard for editing and, once approved, using electronic voting, the minutes are incorporated into the Reader (CLD Newsletter).

Periodically we have email (electronic) discussions on a variety of topics and, occasionally, voting is required and recorded. Electronic discussions continue to appear in many of the meeting minutes this year. These are often driven by decisions that must be made prior to our next board meeting.

Our June meeting welcomed a discussion as to the frequency of the meetings (monthly) and the challenge for members to be present at board meetings. Members are attending more and more shows, impacting their availability for meetings. Also discussed was a review of the content and frequency of the Reader, our newsletter. The conclusion was to discuss issues electronically, when possible, giving board members a bit more flexibility in conducting board business. Board meetings would be called when needed. The Reader would be published based on availability of content.

17 members exercised their voting option and submitted their ballots. That is an increase of one additional vote over last year. The voting was unanimous and the new slate of officers was accepted. The 2020 slate of officers are Teresa Litchfield, President; Casey Eiten, Vice-President; Katie Keim, Treasurer; & Leslie Burket, Secretary. The new officers will be announced at the Awards Dinner on November 2nd. There were no known snail mail ballots.

Leslie Burket, Secretary

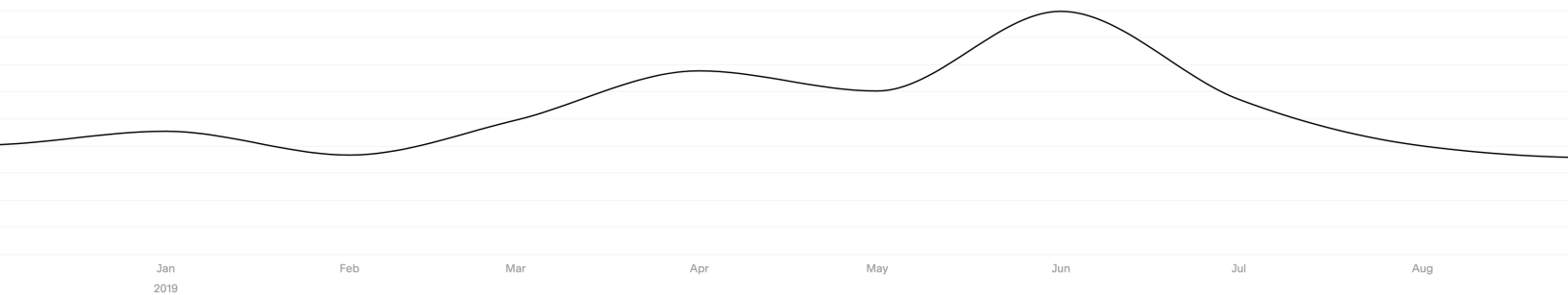


WEBMASTER REPORT

The CLD Website, accompanying e-mail newsletter, and FaceBook pages continue to be a popular resource for dressage enthusiasts in the central Illinois area and beyond.

Traffic & Referrals

As in years previous, the CLD website gets its highest level of traffic around the time of CLD Classic. While we get 92% of our web traffic from the US, we enjoy single digit percentage traffic, or less, from Canada, China, the UK, Australia, India, Germany, the Netherlands, Poland and the Philippines in order.



Facebook & Twitter

CLD’s FaceBook page continues to grow people with 700 people “liking” CLD, up from just over 670 the previous year. CLD’s Twitter has 44 followers, down slightly from last year. CLD’s Facebook efforts are spearheaded by Jordan Wilton and occasionally assisted by Martin Kuhn.

E-mail Update Newsletter

From November 1, 2018 to October 31, 2019 we’ve sent out 6 email newsletters, down from 9 last year, to as many as 141 subscribers, down slightly from last year. The current number of subscribers stands at 140. The rate of subscribers opening the emails ranged from 55% to 40%, a 52% average is about what we did last year. Additionally we’re getting anywhere between 35% and 13% of people opening the emails actually clicking on links inside the emails.

Martin Kuhn, Webmaster

