



## 2021 CLD Officers' Reports

### **PRESIDENT'S REPORT**

2021 has been another year of uncertainty for CenterLine Dressage with the pandemic still very much in the forefront. I believe the pandemic is in part the cause of our low membership numbers. I continue to try to bring in new members. Membership is still down post Covid-19 with 49 members.

We were able to hold Icebreaker and Firecracker, our two schooling shows. Thank you to TowerHill Equestrian Center for allowing us to use their facility. Riders were ready to get out and show this year after a year of being off. Our rated shows, Classic I & II were once again held at the Illinois State Fairgrounds. With John Simpson semi-retiring from managing our rated shows, I stepped in to do the job. To say the show ran smoothly would be far from the truth. I will say it was a huge learning experience and gave me even more appreciation for what John did. However, all our shows were successful and almost all profitable.

We held a potluck/lecture this past month at Pratense Farms. Betsy Steiner gave a very interesting and enlightening lecture on how dressage has changed thru the years. I am hoping to have a few more educational events in the coming year.

I am looking forward to 2022 and moving CenterLine Dressage forward. I still want to reach out to other cities to bring in more members (young and old).

Teresa Litchfield, President



### **VICE-PRESIDENT & AWARDS REPORT**

This was my second year as the CLD Vice President and I have agreed to serve another 2-year term in 2021 & 2022.

Our total number of year-end awards entries were down this year, as to be expected with the number of shows that were canceled because of COVID-19. Like many others, CLD made the tough decision to cancel the 2020 Classic at the Illinois State Fairgrounds. CLD made the decision to move forward with our awards banquet to award those who were able to show this past year and we look forward to a great turn out in the 2021 show season!

Casey Eiten, Vice-President & Awards Chair



### **MEMBERSHIP REPORT**

The club finished 2021 with a total of 49 members, which is a slight increase from 2020, however membership continues to remain low when compared to previous years. In 2021, CLD was required to send USDF \$24.00 for individual and youth members and \$10.00 for supporting family members. I look

forward to relinquishing the duties of membership chair in 2022 and working with other members of our board in hopes of having another successful year for CLD.

Jordan Wilton, Membership Chair



### **NEWSLETTER EDITOR REPORT**

There were two issues of The Reader published in 2021 as of October 11, 2021: February and October. In addition web editor Martin Kuhn also issued three online Updates in 2021 to date: April 21, June 10, and June 14.

Alice Martin, Newsletter Editor & Historian



### **EDUCATION REPORT**

On Saturday October 23rd, Betsy Steiner gave a lecture for CLD members at Pratense Farm. We are looking forward to 2022 with hope for ability to gather more often again.

Kate Fleming-Kuhn, Education Chair



### **TREASURER'S REPORT**

Katie Keim, Treasurer

<b>Balance Sheet as of 10/31/2021</b>	<b>10/31/2021</b>	<b>12/31/2020</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Total Bank Balance</b>	\$ 5,302.70	\$ 3,864.68	\$ 1,438.02	37%
<b>Total CD/Money Market Balance</b>	\$ 27,005.73	\$ 25,973.57	\$ 1,032.16	4%
<b>Net Income/(Loss) as of 10/31/2021</b>	<b>10/31/2021</b>	<b>12/31/2020</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Classic Net Income/(Loss)</b>	\$ 3,461.57	\$ (1,427.70)	\$ 4,889.27	342%
<b>IceBreaker Net Income/(Loss)</b>	\$ (56.01)	\$ (44.69)	\$ (11.32)	-25%
<b>FireCracker Net Income</b>	\$ 134.40	\$ 9.31	\$ 125.09	1344%
<b>Net Membership/Other Income/(Loss)</b>	\$ (1,069.78)	\$ (346.27)	\$ (723.51)	-209%
<b>Total Net Income/(Loss)</b>	<b>\$ 2,470.18</b>	<b>\$ (1,809.35)</b>	<b>\$ 4,279.53</b>	<b>1452%</b>

## SECRETARY'S REPORT

Responsibilities:

- 1) Record the monthly meeting minutes and post them to WriteBoard for review by board members, who have the option to edit and modify the minutes on WriteBoard. All changes made are retained on WriteBoard and are viewable. Once the minutes are approved by the Board, they are published in the CLD Reader.
- 2) Prepare ballot for annual election. Receive, count and respond to all received ballots. This must be completed prior to the Annual Awards Dinner.

Activities:

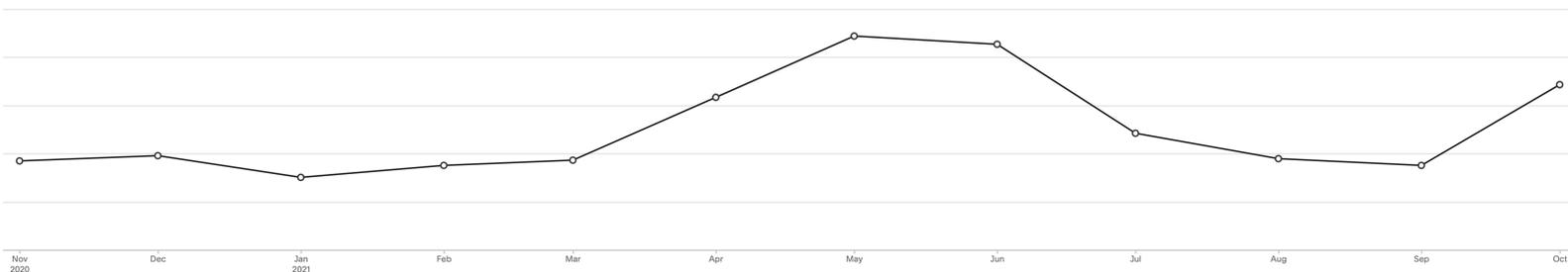
This year we had seven Board Meetings for which minutes were prepared, posted to WriteBoard for editing and, once approved, using electronic voting, the minutes were approved and incorporated into the CLD Reader.

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. 11 members have exercised their voting option for the Board of Directors and submitted their ballots. That is a decrease over last year. The voting was unanimous and the new slate of Board Members was accepted. The 2021 slate of Board Members is Teresa Litchfield, Judy Nordstrom, Katie Keim and Leslie Burket. The new officers will be announced at the Awards Dinner on November 6th, at Panther Creek Country Club. There were no known snail mail ballots.

Leslie Burket, Secretary



## WEBMASTER REPORT



The CLD Website, accompanying e-mail newsletter, and FaceBook pages continue to inform and update CLD members and dressage enthusiasts in the central Illinois area and beyond.

### **Traffic & Referrals**

Website traffic was up considerably, nearly 33%, from one year ago. While we get 88% of our web traffic from the US, we enjoy single digit percentage traffic, or less, from Singapore, China, Canada,

the UK, Germany, Australia, Ireland, the Netherlands, and Denmark in order. 50% of people visit our website on a mobile phone, while 47% view it on a desktop computer and 3% from a tablet.

### **Facebook & Twitter**

CLD's FaceBook page continues to grow people with 805 people following CLD, up twenty or so from the previous year. CLD's Twitter has 41 followers, down two from last year. CLD's Facebook efforts are spearheaded by Jordan Wilton and Judy Nordstrom and occasionally assisted by Martin Kuhn.

### **E-mail Update Newsletter**

From November 1, 2020 to October 31, 2021 we've sent out 4 email newsletters to as many as 147 subscribers, up slightly from last year. The rate of subscribers opening the emails ranged from 48% to 65%, a 48% average is about what we did last year. 53 email addresses were "cleaned," from the list, i.e. no longer deliverable or the recipient hadn't opened an email from us for a long time.

Martin Kuhn, Webmaster

