

## President's Report

This was my seventh non-consecutive year serving as President of CLD. It has been a very exciting year and we have accomplished a lot in the last ten months! We have held not just our usual two, but three successful schooling shows. We partnered again with ARAB, Inc. to hold our spring schooling show (IceBreaker), then FireCracker in July and lastly, a fall show that was held on September 9. We also held our rated Classic shows on June 24-25 as well as co-hosting an amazing clinic with Susanne von Dietze.

Classic has been challenging the past several years and this year was no different. One of the biggest problems is finding the volunteers needed to run the show smoothly. Another challenge is the rising costs of the venue at the Illinois State Fairgrounds. Lastly, there are several other competing shows that draw riders away from attending our show which makes our competitor attendance. We have decided to make a change for next year by holding a Level 2 show rather than a Level 3 show. This will hopefully allow us to be more cost effective.

Our board has gone through some changes over the last couple years. We have several new board members, including a new web editor, Deb Bonner, who has refreshed and updated our website and has done a great job of filling some pretty big shoes! Our awards chair, Tae Erickson, has impressed us with her talents to keep our prizes sought while keeping within our budget. Our membership chair, Theresa Smith, has brought some much needed enthusiasm and creative spirit into our club while amping up our membership. We also have some long term board members who have put in many years of their time and talents and continue to be dedicated to promoting and supporting our sport of dressage.

I hope everyone has had a great 2023 show season. We look forward to continuing to offer fun schooling shows and our rated shows as well as valuable educational events to our members. Please renew your membership if you haven't already done so. Our membership form can be found on our downloads page of our website at <https://centerlinedressage.com/join-cld>.

Your President,  
Judy Nordstrom

## Secretary

I was able to take minutes for several months until the format changed this summer making the meetings only wifi accessible. The minutes from the winter and spring are posted to the CLD site. Now that I have access to decent internet I can continue taking minutes.

Marilyn Weber, CLD Secretary

## CLD Treasurer Annual Report 2023

Net Income/(Loss) as of 10/31/2023	10/31/2023	12/31/2022	\$ Change	% Change
Classic Net Income/(Loss)	\$ 1,021.76	\$ (2,028.40)	\$ 3,050.16	150%
Icebreaker Net Income/(Loss)	\$ 629.23	\$ 564.55	\$ 64.68	11%
Firecracker Net Income/(Loss)	\$ 1,167.79	\$ (1,082.40)	\$ 2,250.19	208%
September Show Net Income/(Loss)	\$ 141.86	\$ -	\$ 141.86	N/A
Net Clinic Income	\$ 650.00	\$ -	\$ 650.00	N/A
Net Membership/Other Income/(Loss)	\$ (5,296.48)	\$ (4,141.37)	\$ (1,155.11)	-28%
<b>Total Net Income/(Loss)</b>	<b>\$ (1,685.84)</b>	<b>\$ (6,687.62)</b>	<b>\$ 5,001.78</b>	<b>75%</b>

Balance Sheet as of 10/31/2023	10/31/2023	12/31/2022	\$ Change	% Change
Total Checking Balance	\$ 3,485.06	\$ 3,682.92	\$ (197.86)	-5%
Total CD/Money Market Balance	\$ 17,557.52	\$ 19,055.72	\$ (1,498.20)	-8%
<b>Total Cash Balance</b>	<b>\$ 21,042.58</b>	<b>\$ 22,738.64</b>	<b>\$ (1,696.06)</b>	<b>-7%</b>

Katie Keim, Treasurer

### Membership Chair

We increased our membership total from 56 in 2022 to 64 in 2023. We currently have 14 junior members and 8 family memberships. This year we were required to send \$24 for individuals and \$10 for youth members to the Federation.

My goal for the coming membership year is to reach 75 members. At the 2022 Annual Convention in Lexington, I heard a lot of great ideas for growing our club. Hopefully we can implement more of those ideas in 2023-2024 to help us reach our goal.

Theresa Smith, Membership Chair

### 2024 CLD Classic I & II

Dates: June 22 & 23, 2024 at the Illinois State Fairgrounds

USEF Nos: 343488/343489

Judges: Judy Downer , \$500 per day + airfare from Orlando and hotel Cindy Canace, \$550 per day + airfare from New Jersey and hotel

## **2024 CLD Classic I & II, cont.**

TD: Jean Kraus, \$300 per day + mileage and hotel

Secretary/Manager: Ann Giola USEF #5191669/USDF #75056 \$12 per horse & rider combo + one tank of fuel. Will stay with someone. Uses Fox Village.

Coliseum Corner has been contracted for food.

Hopefully judges Downer and Canace will consider sharing a hotel room and car to come up from St Louis together.

Need to contact a Janitor service and an EMT.

Paula Briney, Classic I and II Manager

## **Awards Chair**

This year, with the return of Classic, the board moved to uphold the Volunteer requirement to be eligible for awards. Overall participation in year end awards is down again this year, although the Western Dressage division continues to grow. Plans are being made for further recognition in this category, including high point prizes at shows and additional year end awards.

Chantae Erickson, Awards Chair

## **CLD Website, Newsletters, and Social Media**

### **CenterLine Dressage Website**

The new, updated website was launched in March of 2023. Analytic information from the old site did not transfer to the new. However, from the launch date of the new site, CLD has had 2.1k visits. 1.6k were unique visitors indicating that we had a healthy mix of returning and new visitors. Additionally, we have had 4.6k page views meaning on average, each visit resulted in two different pages being accessed.

The most successful month for the website was June with 500+ visits that month, corresponding with Classic and people checking their scores and the photo galleries from the show.

The majority of the traffic came to the website directly. The second most common way people found our website was through searches. The two most common search terms were CenterLine Dressage and CenterLine Dressage Shows. These two terms represented 70% of our search traffic.

### **CenterLine Dressage Website, cont.**

Ninety-one percent of our traffic is from the United States with Illinois, Missouri, Indiana, and Ohio representing the top geographic areas. Four percent of our traffic comes from Canada and the remaining 5% of traffic is coming from China, Saudi Arabia, United Kingdom, India, and France.

### **Social Media**

CenterLine Dressage maintains one social media account on Facebook. Our followers have grown to 912 which is a 68% follower increase over last year's report. While CLD does have a Twitter account, to my knowledge we have not been posting to it. With the issues Twitter, now X, is having and the fact a post on that particular platform has a life expectancy of 8 minutes, it is my recommendation the account be officially closed. We will never be posting enough or have enough content to make the platform a viable option for us.

### **Emails**

We have been sending out eblasts to our member list and those who sign up through our website via Mail Chimps free account. The mailing list currently has 123 subscribed contacts. We sent out 15 eblasts from March through October, including newsletters in March, May, and September. We have an impressive open rate of 55%, well above average for eblasts.

Deb Bonner, CLD Webmaster

### **The Reader**

There were three issues of The Reader published thus far in 2023: March, May and September. In addition there was the previously unreported December 2022 issue.

Alice Martin, Reader Editor and CLD Historian