



2020 CLD Officers' Reports

PRESIDENT'S REPORT

My first year as President started off with me learning the duties of the office. Thanks Judy for all your help in this transition. Then COVID-19 hit and I found myself in uncharted territory. USDF, USEF and all GMO's were right there in the soup with us. There is nothing in the By-Laws on how to deal with a pandemic.

We cancelled IceBreaker, our first schooling show in May because Illinois was not allowed to have any gatherings greater than ten people. USDF/USEF had opened up the show season with strict guidelines in June. However we felt that the risks were far too great at this time, so the board decided to cancel Classic I and II, which were scheduled for June 20 & 21st. We did hold FireCracker in July at TowerHill following USEF/USDF Covid guidelines. The show was small but still successful.

Membership in 2020 was down by 19 members from 2019. I would like to think this was due to the pandemic. I am hopeful that 2021 will show an increase.

In February before COVID-19 hit the United States hard, CLD held a Valentines Potluck/social at Pratense Farms. The night was filled with great food, interesting conversation and fun games for lots of laughs.

With many shows being cancelled this year, CLD did change some of the requirements for our awards this year. We dropped the volunteer hour requirement for all awards. For the schooling show division, we allowed members to use two scores from one show, mainly because schooling shows were hard to come by.

USDF had a schooling show division this year, where participants could submit scores from non-rated shows for year end awards through USDF. These year end awards are separate from those of rated shows. GMO's could also register their schooling show with USDF. CLD registered both IceBreaker and FireCracker this year.

With the uncertainty of the date our nation will return to "normal", 2021 is hard to predict. I choose to be optimistic in that we will be able to hold all of our shows and restore our membership. I still would like to increase our youth membership.

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

This was my first year as CLD Membership Coordinator. The club finished 2020 with a total of 46 members, down from 65 in 2019.

In 2020, CLD was required to send USDF \$24.00 for individual and youth members and \$10.00 for supporting family members.

With the uncertainty of COVID-19, it is difficult to project what 2021 membership will look like. However the club remains optimistic it will be able to regrow its membership base.

Jordan Wilton, Membership Chair



NEWSLETTER EDITOR REPORT

There were three issues of *The Reader* published in 2020 to date, February, April and August. In addition web editor Martin Kuhn also issued four online Updates in 2020 to date, March, June, September and October.

Alice Martin, Newsletter Editor & Historian



EDUCATION REPORT

Due to COVID-19, no educational gatherings were held by CLD this year. We are looking forward to 2021 with hope for ability to gather again.

Kate Fleming-Kuhn, Education Chair



TREASURER'S REPORT

Katie Keim, Treasurer

Balance Sheet as of 10/31/2020	10/31/2020	12/31/2019	\$ Change	% Change
Total Bank Balance	\$ 3,399.88	\$ 5,753.63	\$ (2,353.75)	-41%
Total CD/Money Market Balance	\$ 25,956.21	\$ 25,893.96	\$ 62.25	0%

Net Income/(Loss) as of 10/31/2020	10/31/20	12/31/19	\$ Change	% Change
Classic Net Income/(Loss)	\$ (1,427.70)	\$ 666.70	\$ (2,094.40)	-314%
Icebreaker Net Income	\$ (44.69)	\$ 382.78	\$ (427.47)	-112%
Firecracker Net Income	\$ 9.31	\$ 420.39	\$ (411.08)	-98%
Net Membership/Other Income/(Loss)	\$ (828.43)	\$ (3,395.18)	\$ 2,566.75	76%
Total Net Income/(Loss)	\$ (2,291.51)	\$ (1,925.31)	\$ (366.20)	-19%



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 the ballot for annual election. Acknowledgement of receipt for each received ballot is sent to the voter.
- 3) Frequently, the board will have business that requires a decision to be made between meetings. That information needs to be included in the meeting minutes of the following month.

Activities:

This year we had eight CLD Board Meetings for which minutes were prepared and posted to WriteBoard for editing. Once approved, using electronic voting, the minutes were incorporated into the Reader, the CLD Newsletter. Of those eight meetings, four were 'virtual' meetings, using either Zoom or CiscoWebx.

Electronic discussions continue to pop up and have all been entered into the appropriate meeting minutes. They were all driven by decisions that must be made prior our next board meeting.

In early March, we learned, as a world, and as a country, we had been exposed to the corona virus, (Covid-19) erupting as a pandemic and altering everything in all lives. The timing was unfortunate

as the Coliseum repairs were completed and we were busy planning our 2020 shows. At our next meeting, when trying to order trophies, ribbons, judges, TDs, etc., we realized we couldn't really do much as we, like all others throughout the world, have no idea how long this pandemic will prevail. Per USDF and USEF, they will not be recognizing any shows in the current environment.

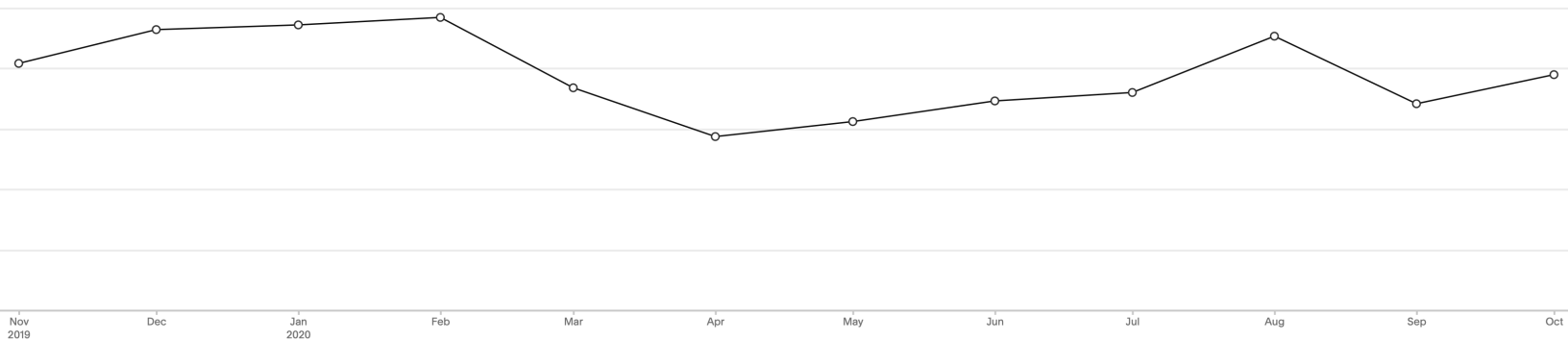
12 members (down 5 from last year) exercised their voting option and submitted their ballots for the new board members. There were no snail mail ballots this election. The voting was unanimous and the slate of officers was accepted. We welcome Casey Eiten, Kate-Fleming Kuhn, John Simpson and Marilyn Weber to the CLD Board. Our new officers are usually introduced at the annual Awards Dinner. Due to the Pandemic and all the restrictions, we will not be hosting the dinner in person this year but do want the award recipients to be recognized for their well-earned achievements.

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 down considerably, nearly 30%, from one year ago. While we get 87% of our web traffic from the US, we enjoy single digit percentage traffic, or less, from Canada, China, the UK, Germany, Nigeria, Spain, the Philippines, Ireland, the Netherlands, and Russia in order.

Facebook & Twitter

CLD's FaceBook page continues to grow people with 785 people following CLD, up noticeably from the previous year. CLD's Twitter has 43 followers, down one 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 7 email newsletters, one more than last year, to as many as 141 subscribers, down slightly from last year. The current number of subscribers stands at 139. The rate of subscribers opening the emails ranged from 36% to 52%, a

52% average is about what we did last year. Additionally we're getting anywhere between .7% and 35% of people opening the emails actually clicking on links inside the emails.

Martin Kuhn, Webmaster

