



2022 CLD Officers' Reports

PRESIDENT'S REPORT

2022 season is coming to an end and so is my time as President. As I reflect back on this year we had some achievements and some set backs. First Big Achievement is that CenterLine Dressage has been around for 50 years. We will be celebrating that big milestone at this years awards banquet.

We did something a little different this year with our schooling shows. First, we joined up with Arab, Inc for Icebreaker and their AVS show, running them together at the Fairgrounds. I believe it was a big success with a profit. Yes we will need to tweak some things for 2023. Secondly, we held our second schooling show Firecracker also at the fairgrounds this year. We ran it as two shows instead of just one. However it did not fair as well as Icebreaker and CLD took a big lost. With that being said, the reason for holding the show out their was to hold our dates for our rated shows Classic I & II which will return in 2023. We did not hold Classic I & II this year because originally the Fairgrounds had given our dates to the Appaloosa World Show, however that fell through too late for our club to obtain the USEF and USDF licenses, judges, and TD.

In February we held a Valentine potluck at StarWest. We enjoyed good food and conversation among our fellow members. We also had lots of laughs as we all partook in the valentine games. I feel we need more of these types of gatherings to get our members together outside the show atmosphere.

In March we co-hosted with Arab, Inc a well past due scribe clinic at Pratense Farms. Jennifer Kotylo a USDF certified "L" Judge instructed us on what the judge looks for in a good scribe, plus many more tips on scribing.

I would like to thank everyone who made this year successful. Without our dedicated members volunteering their time and knowledge. We would not of made it to our 50th Anniversary.

Teresa Litchfield, President



MEMBERSHIP REPORT

This is my first year as membership secretary. I have enjoyed talking to people about our club and encouraging them to join. Despite not having CLD Classic this year, we increased our membership total from 49 in 2021 to 56 in 2022. We currently have 12 junior members and 9 family memberships. This year we were required to send \$24 for individual and \$10 for youth members to the Federation. I will be attending the USDF Annual Convention in Lexington in late November and hope to learn new and exciting ways to grow our membership. I am most excited about continuing to add junior members as they are the future of our sport and our club.

Theresa Smith, Membership Chair

NEWSLETTER EDITOR REPORT

There were two issues of The Reader published in 2022 as of October 10, 2022: March 5 and September 30. In addition web editor Martin Kuhn also issued four online Updates in 2022 to date: February 7, March 5, March 15 and October 9.


Alice Martin, Newsletter Editor & Historian



EDUCATION REPORT

2022 held a scribing clinic at Pratense Farms with Jennifer Kotylo a USDF L judge. Due to other time commitments I am unable to discharge the duties to be an effective Education Chair for CLD. I wish the club, and my replacement well.

Kate Fleming-Kuhn, Outgoing Education Chair



TREASURER'S REPORT

Katie Keim, Treasurer

Balance Sheet as of 10/31/2022	10/31/2022	12/31/2021	\$ Change	% Change
Total Bank Balance	\$ 4,001.47	\$ 2,410.06	\$ 1,591.41	66%
Total CD/Money Market Balance	\$ 19,046.45	\$ 27,016.20	\$ (7,969.75)	-29%
Net Income/(Loss) as of 10/31/2021	10/31/2021	12/31/2020	\$ Change	% Change
Classic Net Income/(Loss)	\$ (2,028.40)	\$ 3,161.57	\$ (5,189.97)	-164%
IceBreaker Net Income/(Loss)	\$ 564.55	\$ (56.01)	\$ 620.56	-1108%
FireCracker Net Income	\$ (1,082.40)	\$ 134.40	\$ (1,216.80)	-905%
Net Membership/Other Income/(Loss)	\$ (3,832.09)	\$ (3,651.95)	\$ (180.14)	-5%
Total Net Income/(Loss)	\$ (6,378.34)	\$ (411.99)	\$ (5,966.35)	1448%

AWARDS CHAIR REPORT

Due to the cancellation of Classic and fewer opportunities to volunteer, the board moved to waive volunteer/fee requirements for Year End Awards. The number of nominated combinations was slightly down from 2021. There was a large increase in our Western Dressage division, and the Musical Freestyle category continues to be popular. Schooling Show participation had a slight decrease.

New this year was the addition of Equitation to the list of recognized levels.

Chantae Erickson, Awards Chair



DIRECTOR'S REPORT

In 2022 I worked to link the CLD Icebreaker show with the ARAB INC AVS show. ARAB INC had the date and judges so open schooling classes were added on Sunday for both Dressage and Western Dressage. CLD provided the volunteers.

The Firecracker show in June that place marked our June Classic show was also something I worked on.

Marilyn Weber, Director



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 on the website. Some meeting minutes are also published in the CLD Reader

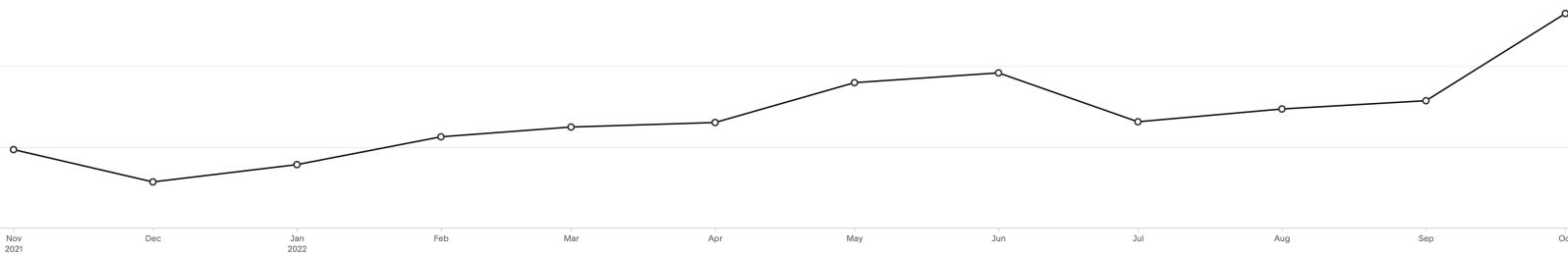
2) Prepare ballot for annual election. Receive, count and respond to all received ballots. This must be completed prior to the Annual Awards Dinner.

This year 10 CLD members exercised their right to vote. 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 nearly 15%, from one year ago. While we get 94% of our web traffic from the US, we enjoy single digit percentage traffic, or less, from Canada, the UK, China, India, Germany, Russia, Belgium, Switzerland, and the Philippines 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 846 people following CLD, up about forty from the previous year. CLD's Twitter has 39 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, 2021 to October 31, 2022 we've sent out 7 email newsletters to as many as 151 subscribers, up slightly from last year's numbers in both number of emails sent out and in recipients. The rate of subscribers opening the emails ranged from 50% to 65%, a 50% average is slightly better than what we did last year. A handful of 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.

Future

I was asked if I wanted to step down as webmaster of CLD. I said I would be happy to step aside if there was a person willing to fulfill the position. Without knowing the full extent of the duties Deb Bonner has tentatively agreed to fulfill the role at the same recompense I was given. I will work to try to make the transition as smooth as possible and am at Deb and the club's disposal to assist in anyway required or requested.

Martin Kuhn, Outgoing Webmaster

