



## VERMONT HORSE COUNCIL MEETING NOVEMBER 4, 2022 IN-PERSON BOD/MEMBERSHIP RETREAT

Meeting was called to order at 10:18 am by Mikayla Pike. Attendees: Mikayla Pike, Kerrie Garvey, Monica Raymond, Jean Audet, , Robin Severy, and Jeannette Cole.

Absent: Heidi Krantz (joined us by phone for her portion of the agenda), Sue Miller, Lisa LaFont

### TREASURER'S REPORT

Financials distributed to BOD prior to the retreat.

Checking = \$8667.79

Savings = \$8213.81

### COMMITTEES

Discussion about reorganizing and renaming the current Committee structure was held. It was decided that any committee specific grants and grant writing would be the responsibility of each of the committee chairs in collaboration with the Executive Board. President of VHC would be a member of all committees. It was decided that the new committees would be:

#### 1. Trails

- a. Chair = Monica Raymond; Members = Jean Audet, Lisa LaFont, Kerrie Garvey, Laurie Baird (and others as interested)
- b. Responsibilities include: Forest Park and Recreation (FPR) Cooperative Agreement, mapping, oversite of maintenance, Green Mountain Forest liaison, Vermont Trails, and Greenways participation,

#### 2. Legislative

- a. Chair = Mikayla Pike; Members = Heidi Krantz (and others as interested)
- b. Responsibilities include: Farm Bureau partnership, Legislative Days, American Horse Council liaison, Farm Show representative

#### 3. Executive

- a. Cochair = Mikala Pike and Jeannette Cole; Members= Nancy Palermo-Lee, Sue Miller (and others as interested)
- b. Responsibilities include: Administrative duties of operating the organization (tax filing, insurance, accounting, recording and reporting to membership the activities of the board), oversite of programs and events (collaboration of events with Vermont organizations and barns), organization of annual meeting, scholarships, fund raising

#### 4. Safety

- a. Chair = OPEN; Lisa is working on the safety poster contest with the 4-H, but after that we will have no interested participants to keep this committee active
- b. Responsibilities include: Equine Safety awareness, equine safety liaison to Vermont State organizations

#### 5. Marketing/Media

- a. Chair = OPEN; Members= Heidi Krantz, VHC webmaster, Kerrie Garvey, Robin Severy, Sue Miller
- b. Responsibilities include: annual Equine Summit, Facebook content, Web content, media events, advertising/promotions, newsletters, membership, swag, VHC email administration

### **MEMBERSHIP**

Several ideas were discussed regarding membership logistics, administration, and enticement. BOD also reviewed the updated release form that included the requirement for approved riding helmets. BOD discussed the necessity for annual form to be signed, in addition to release forms for each VHC sponsored event.

**MOTION – Annual renewals of membership are effective for 12 months from the date of purchase.** Unanimously approved. There was some discussion about need for amendment to by-laws because of this change. However, upon investigation, current bylaws cover this change.

**MOTION – Raise annual membership, effective 2023 to \$30 for individual, \$40 for family and \$250 for lifetime.** Unanimously approved.

### **Action Item List for Membership**

ITEM	WHO	STATUS
Investigate software that manages membership due dates and renewal status (Square Space? QuickBooks? Other?)	Kerrie	
Talk with Nancy about QuickBooks capability regarding membership	Jeannette	
Jessica Ebert – Equine Lawyer listed on our release form. Is she willing to join VHC? Is she willing to offer a discount of her services for members?	Mikayla	
Complete modifications to the membership form to include updated requirement of helmets at all events.	Monica	
Add the name of the event to the updated event form (helmet requirement added)	Monica	
Lifetime members will get a release form to sign annually (preferably online)	Robin	

### **WEBSITE, MARKETING, SOCIAL MEDIA, EMAIL**

The BOD discussed paying for a refresh and reorganization of the current webpage. It was decided to proceed forward with this initiative and to do a Request for Proposal (RFP) document to include: General public facing page, back side “members only” feature, ease of navigation, calendar feature, store/shop feature, ease of adding content. We reviewed the structure of current web page and decided on the following structure/responsibilities (attached individuals to review current pages)

Overall structure of website/pages: Monica  
 Home page: Monica  
 Legislative page: Mikayla, Heidi  
 Safety page: Safety Chair  
 Trails page: Monica (already done for the most part)  
 Membership page: membership Committee - Kerrie will spearhead  
 Blog page: eliminate  
 Board page: executive committee  
 Committee page: executive committee  
 Minutes/Bylaws page: executive committee  
 Mission statement: update and move to home page: Monica  
 Newsletter page: Mikayla  
 Photos page: eliminate  
 Calendar: executive committee  
 AHC page: Jeannette  
 Hay directory (members only): executive committee  
 Scholarship page: eliminate

Responsibility for email will shift from Heidi to Mikayla effective December 2022. We discussed internal email communications and how to make this more effective. Some basic “rules” going forward:

1. Don’t keep tagging on to a subject line that has nothing to do with the content of the email.
2. Make sure the subject line briefly outlines the expectations of the email and it is included in the subject line. This helps recipients to assess the urgency of the email.
  - a. Informational (this is for the benefit of the receiver)
  - b. Transactional (this is used if a response needed, or input is required)
  - c. Instructional (this is to educate or give direction to the receiver)
3. Note whether the email is time sensitive
4. Don’t include the whole BOD if it is not necessary. Mikayla is the conduit between all of us.
5. Use your own email account so that we know who the email is coming from

We discussed having a “Members Only” Facebook page. Kerrie has set this up and will be piloting it over the next couple of months. The intent is to use this for sourcing other members to ride with, giving information to members on benefit offers, soliciting advice from other members, etc.

Accolades were given to Sue Miller for her engagement work on the Facebook page.

#### Action Item List for Website, Marketing, Social Media, Email

ITEM	WHO	STATUS
Develop draft RFP for Web Design BOD approval	Jeannette	
Contact Sue Miller to determine FB content leadership in 2023	Jeannette	Completed – Sue will do this through 2022, but does not want to continue in 2023 ☹

Research websites for designs that “delight” and pass those designers names forward	All BOD members	
Pilot “members only” FB page	Kerrie	

## FPR

We discussed the need to develop a list of goals in conjunction with FPR for 2023 per the cooperative agreement. This should include Ascutney, Groton, and Willoughby. A meet and greet should be conducted with the new Director of State Parks, Nate McKeen.

[Nate.McKeen@vermont.gov](mailto:Nate.McKeen@vermont.gov)

(802) 777-0814

Mikayla has agreed to do this.

Monica and Kerrie will coordinate a meeting with regional personnel.<sup>i</sup>

## EQUINE SUMMIT

Heidi gave a report out on summit status. The date has been set for April 20, 2023. Julie Broadway, President of the American Horse Council will be the keynote speaker. She will set the stage to encourage people to become more active in equine events and legislation. Other topics for the day will include Farm Bureau presentation regarding benefits to equine owners, Worker’s compensation education, current use education and trail organization zoning easements. The cost to attend this year will be \$50 which will include lunch and a VHC membership. Cost for members will be \$30.

## SCHOLARSHIPS

The board discussed proceeding with scholarships for 2023. We have been unable to award scholarships for 2022 because of a lack of funds. **MOTION: Suspend awarding scholarships until further notice due to a lack of funding.** We need someone interested in taking on the task of fund raising for scholarships. We will continue to deposit specifically designated donations into the scholarship accounts (youth, college, adult) but will not dispense funds until the accounts have positive cash flow. Currently the accounts are youth \$284.85, college -\$465.66, and adult -\$325.83. The motion was unanimously approved.

## FUNDRAISING

The board discussed the need to fundraise to keep the organization viable. Membership alone does not support the general operating costs of the organization. In addition, membership income year on year (2021 to 2022) is down \$1225. We discussed collaborating with Vermont organizations and farms that are hosting events. We will need to determine the benefits to both parties.

### Action Items for Fundraising/Membership Engagement

ITEM	WHO	STATUS
Winter challenge through the Ride and Drive Program	Kerrie	Dec 2022 – March 2023
Special “members only” trail ride	Kerrie	Spring/fall 2023
Online shopping site	Kerrie	
Contest to “jazz up” the VHC apparel – posting to FB	Jeannette	
Trail Trotters Poker Ride	Laurie	Summer 2023
Collaboration with local farm events <sup>ii</sup>	Jeannette/Mikayla	

Grazers Association event; discount on seed?	Mikayla	
Trail Maintenance	Monica	
Equine Summit	Heidi	April 2023
BOD engagement - The Addison Affinity Ride	Jean	June 2023
Youth Safety Poster Contest	Lisa	Spring 2023
Annual Meeting – Mongolian Ride (tent)	Jeannette	Jan 31, 6-9 pm, 2023

### ELECTIONS/ANNUAL MEETING

The Annual Meeting of the Vermont Horse Council will take place via Zoom on Jan 31, 2023, from 6 pm to 9 pm. There are no By-Law changes for 2023. Warning of the meeting must be completed by January 01, 2023. Per the by-laws, warning and ballots must be done 30 days in advance of the meeting to all members. Digital meeting warning notification is approved if a member hasn't specifically asked for USPS notification.

Per the VHC by-laws, the Board is comprised of 4 officers (President, VP, Secretary, Treasurer) and seven director positions. The officers serve one-year terms, and the directors serve 3-year terms in rotating fashion so there, theoretically, is never a mass exodus of board members and thus continuity of the organization is maintained. VHC in the past, on occasion has carried one extra BOD member for the past president if they are not running for re-election. Last year, Heidi and Jean both requested only a one-year term for their director positions. This was granted by the board/membership during the annual meeting.

Here is the current scorecard:

Current VHC	2023 VHC
President - Mikayla	President – Mikayla
VP - Open	VP – OPEN
Secretary - Jeannette	Secretary – OPEN
Treasurer - Jeannette	Treasurer – Jeannette
1BOD expire Jan 2023 - Heidi	1BOD expire Jan 2026 – OPEN (Jean)
2BOD expire Jan 2023 – Jean	2BOD expire Jan 2026 – OPEN
3BOD expire Jan 2023 - Sue	3BOD expire Jan 2026 - OPEN
4BOD expire Jan 2024 - Robin	4BOD expire Jan 2024 - Robin
5BOD expire Jan 2025 - Lisa	5BOD expire Jan 2025 - Lisa
6BOD expire Jan 2025- Monica	6BOD expire Jan 2025- Monica
7BOD expire Jan 2025 - Kerrie	7BOD expire Jan 2025 - Kerrie

Mikayla Pike is running for re-election as president, the VP position is open, the secretary and treasurer position was combined in 2021 due to a lack of candidates, however the organization should continue to attempt to fill these positions with two different individuals. Therefore, the secretary position is open, and Jeannette Cole is running for re-election as treasurer. Heidi and Sue are leaving the board and do not want to run for re-election. Bottom line.... we need **four (4) people** to serve.

We discussed having BOD/Membership meeting every other month for 2023 and committee meetings on the alternate month. We all agreed that the premeeting committee reports were helpful in streamlining the BOD/Membership meetings. Monica continues to work on organizing the Google drive.

Meeting adjourned 3:16 pm.

Respectfully submitted,

Jeannette Cole, Sec./Treas. VHC

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### **i Northeast Region**

(Big Deer, Boulder Beach, Brighton, Crystal Lake, Elmore, Green River Reservoir, Kettle Pond, Little River, Maidstone, Molly's Falls Pond, New Discovery, Ricker Pond, Seyon Lodge, Smugglers' Notch, Stillwater, Waterbury Center)

5 Perry St., Suite 20

Barre, VT 05641-4265

[\(802\) 476-0171](tel:(802)476-0171)

Nick Caputo, *Parks Regional Manager*

[nick.caputo@vermont.gov](mailto:nick.caputo@vermont.gov)

[\(802\) 479-8587](tel:(802)479-8587)

### **Southeast Region**

(Allis, Camp Plymouth, Coolidge, Fort Dummer, Gifford Woods, Jamaica, Lowell Lake, Molly Stark, Mt. Ascutney, Muckcross, Quechee, Silver Lake, Townshend, Wilgus)

100 Mineral St, Suite 304

Springfield, VT 05156

Ethan Phelps, *Parks Regional Manager*

[ethan.phelps@vermont.gov](mailto:ethan.phelps@vermont.gov)

[\(802\) 777-0388](tel:(802)777-0388)

### **ii IDEAS**

Rough Terrain Farm – Jason Drass

Mad River – Ride with Your Mind

Rutland Fairgrounds – Andrea

Large Animal Rescue/First Aid

Lamoille Rail Trail end to end

Tanit Sakakini - Attuned Horsemanship – Elsa Sinclair

Rachel Draaisma is the calming signals and scent person

Web events with AHC