

Vermont Horse Council  
Board of Directors Conference Call Meeting  
April 2, 2016

Attendance:

Heidi Krantz, President  
Morris Lasell, Vice President  
Gloria Bruce, Treasurer,  
Terry Rose, Secretary  
Jeannette Cole  
Phyllis Civitello  
Doug Smith  
Karen Rosemark  
Jean Audet  
Jessy Riley  
Lucinda Newman

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The meeting was called to order at 10:02 am by President Heidi Krantz. Welcome and phone call guidelines were discussed.

Secretary Minutes as submitted by Terry Rose of the 2/21/16 board meeting were approved; motion made by Karen, seconded by Jessy.

Membership Update: Doug Smith reported that as of March 31st: 95 members (20 are life 75 are 2016 with 26 new). We expect a few more new members after next week's First Aid Event.

Our to-do list was discussed. Jean had a couple of new members join, Terry had 2 positive responses and 1 non-response. Doug reported that Deberville's have renewed. Morris will talk with Laura Hamilton again and will report back to the Board with what she has to say. "Keep up the good work everybody".

Treasurer's report: Gloria Bruce reports that Quickbooks management platform has been working well. There is a possibility for others to access the bank account information if needed.

Current total assets: total \$18,650.83, Total Liabilities total \$12,992.95, leaving \$5,657.88 total equity.

Karen Rosemark questioned the increase into scholarship and asked if there was anyone to thank for it. Discussion ensued regarding thank yous being sent to donors. There had been a large donation to the Groton fund and Heidi did that thank you. Gloria will send scholarship donor info to Karen so that Karen can send thank-you cards to them. Terry Rose was asked to add this to the treasurer's responsibilities in the Procedures Manual. Phyllis Civitello would also like a list of donors to the Groton fund so she can send thank-yous.

Gloria was asked to make a report of income into all of the committees. Gloria and Heidi will work on this together for the next meeting.

Doug questioned the trail maintenance fund. Morris answered that horse clubs or organizations could ask for financial help with a project, they paying 50% and VHC's trail maintenance fund paying 50%. Currently that committee has \$4,342.69 available.

First Aid Clinic: Heidi reported that 18 people have signed up and she knows there are at least 2 others that will attend but have not gotten their paperwork in yet. She assumes more than 20 will attend. Dianne Lashoones has been a great partner in this and Heidi hopes this will bring in new members as well as some money into the organization. Having another winter program to raise funds is a definite possibility.

April 23rd Rendezvous: The next membership meeting will start at the Marshfield Town Offices and then we will travel to Groton's New Discovery with Craig Whipple. This is a Pot Luck meeting.

4-H Connections: Karen Rosemark has two membership booth opportunities. April 9th at the 4-H Spring Showcase, which she is tending to herself. This is an event where 4-Hers put demos on all day long. She is setting up a VHC booth with information about our organization. She'll be available all day to answer questions.

The second is May 21st. 4-H State Day at the Barre Auditorium. Karen needs a lot of help with this one. She needs bake sale items and help at the booth. We were asked to get donations from feed stores that we might be able to sell at the booth. Time is 8:30 am –set up to 2:00 pm take down.

Morris and Jeannette committed to helping that day. Phyllis committed to sending something for the bake sale.

Newsletter: Karen Rosemark reported that there was a slight delay in mailing this time as Michelle Warren had been sick. The draft is ready and the plan is to get it in the mail tomorrow (April 3rd). Heidi questioned if anyone could create labels for the members who need it snail mail. Terry Rose offered.

June 18th Rendezvous will be at America's First Horse in Johnson run by Stephanie Lockhart. Stephanie's students will do a demo for us and Tim Hayes, a Natural Horsemanship Trainer, will talk about his book. His book will for sale that day as well.

Competitive Trail: Doug reported that Missy Abbot has decided not to help after all. Doug and Vickie are handling the trail work Missy was expected to do. They are working on a 25.1 mile loop on Kirby Mountain and a 5 mile loop on Victory road. The entry forms will be ready by mid-April. This committee needs a water stop, with a water tub at the camp site, and water on the 2nd Victory Road loop. Doug will contact our insurance agent with the date of this event as we opted out of using ECTHA's. Heidi asked for a list of needs and Doug will have one by the next meeting.

NEKET Ride: Karen Rosemark reported that Jim says duties are being discussed. There is a dog issue that will not go away. Suggestions from the Board are welcome. If a dog is a biter and the owner is not complying with ride rules, that owner and its dog can and will be asked to leave. There needs to be a clear policy about dogs being on leash. And we need to enforce it.

Willoughby Ride: Karen Rosemark reported they are having a hard time finding a date to do this ride. A fall ride has been OK'd. Jim, Jill, Kelly and Karen could not agree on a time at this point. An August 27th date was suggested.

Tunbridge Ride: Heidi reported that we will run a 50/50 raffle and a silent auction this year.

Highway Safety Alliance: On April 13th Heidi and Carmel are invited to a meeting of the Alliance. They will update VHC after the meeting.

PSA: Ken Hoepfner approached Carmel regarding redoing our PSA to include bicycles, horses and dogs. The estimated cost is \$1800. Ken offered to donate \$100 of his own money and challenged the Board to raise the rest. The Board offered to donate \$500 towards the filming and will ask the Farm Bureau and UVM Extension to contribute the rest. Jean made the motion to have the treasurer set aside \$500 from the general funds for the PSA. Discussion ensued. Karen was not on board and was offended by the challenge. Terry had concerns about the ineffectiveness of the last PSA. Lucinda, Jeannette, and Jessy were in favor. After the vote, all were in favor with no opposing vote. A separate line will be added to the treasurer reports for PSA.

Groton: Phyllis reported that Jack Brooks is going to organize some work days for gravel work and work on the telephone trail. Phyllis will prepare a request for funds by the May 15th meeting. Morris reported that the bridge on the trail is in need of repair and the 302 Snowmachine Club may help with that. The estimated cost is \$100. Morris will fill out a request for funds, with Jeannette's help. This money would come from the Trail Maintenance Fund.

Forest Park & Recreation: Karen reported that they are working on another draft cooperative agreement, to be done by the May meeting. VHC will wait to see what the state has in mind. Tim Tierney of the Northeast Trails Association works with Gloria and will meet with Karen and Jim to establish a relationship between the bikers and horseback riders. Phyllis thought they should let Tim know about the competitive trail ride. Willoughby will be a big issue.

Jean and Jeannette represented VHC at the Ascutney State Forest meeting. That region is just starting to review the new management plan. Will horses be included? Michelle Giraldo, Trail Manager of GMHA was unable to attend, but Dan Boyer, a rider local to Ascutney attended and has shared his observations with Heidi and Michelle. A follow up meeting with locals is in the works.

Equine Summit: Jessy reported that this is set to go. She needs a final date. A week day would be better than on the week end as there is too much going on during the weekends. Either September 29th or October 26th was mentioned. This event would be held at the VTC conference room at no charge. Jessy approached Cargill's, a Nutrena rep, regarding a donation for food. They offered to cover up to \$350 for food and suggested they send a marketing person to speak to the group regarding "keeping current using public media". That could be the theme for the summit. VHC would be asked to donate money for food at the event as well. VTC's food court can offer coffee, tea and water for \$6.70 per person. Or we could use the dining hall and eat either before or after the students' lunch. This would include a salad bar. Cost for this is \$14 per person. We are shooting for at least 50 people to attend.

Lucinda thanked Jessy for all the work she did on this project and likes the middle of the week timing. A budget line for the Summit each year should be added to the treasurer report. As VHC plans to have this on a continuing basis. Jessy will get details by the May 15th Board meeting. It was suggested that the Farm Bureau might support this as Required Ag Practices and Equine Equity are two committees that would be in line with this summit. Heidi will approach them. A date of October 26, 2016 was set. A consensus for Nutrena's Social Media Marketing for Equine Professionals was approved. And it is OK to send out the letter inviting people to speak and attend this event. Note: This is not a general public

event. This is an invite only for equine professionals. The agenda is specifically to promote equines throughout the state.

Scholarships: Karen reported that a mother from Vergennes called saying she wants her 5 year old to attend horse camp. She was instructed to fill out the proper paper work.

Morris has an application for a college bound student which does not have enough detail.

Donations to the fund were discussed. A list will be sent to Karen so she can send out thank yous.

Karen talked to Anthony Willy at 4-H about joining forces to promote the scholarship funds to 4-Hers.

Approaching Mary Fay was also suggested.

Discussion regarding the application using the word "accredited school". On-line courses will be discussed by the committee to see if we might consider giving scholarships for on-line courses.

Robinson Integrated Resource Project: The Forest Service held a meeting to discuss Multi-use trails. Horses, ATVs, and controlled logging are in the plans. The goal is to implement these in this 10 year project.

Doug reported that this is part of the Green Mountain National Forest in Rochester and some private land owners own are encouraged to let the public use these lands. Doug had a meeting with the Ranger in that area last week. An email to Holly Knox requesting possible horse trails and a meeting on April 13th with Angus regarding horses and hiking was discussed. We need members to attend these meetings and discuss designating horse trails. There is currently a \$40,000 grant Angus is waiting for

Business Membership: A sponsorship plan as proposed by Gloria and Lucinda was discussed. As VHC's communication tools are still growing, the two main marketing tools to sell Business and Corporate memberships are: 1) supporting equestrians and equine population in Vermont is a Corporate responsibility. And 2) To connect with the VHC community for sponsorship plan purposes. To solicit sponsors unique to the VHC event and make the scholarships and corporate scholarship levels a very big program. A conversation regarding redesigning the scholarship funds ensued. Improvement in promotion of the scholarship fund and non-degree continuing adult education is the goal. Vermont Technical College for instance would contribute to the scholarship fund and in turn those students would apply for such scholarships.

Some thoughts for qualifying application requests include: Youth Adventures, Accredited Equine College, Continuing Education, Horse Development and Training, and Horse Health and Wellness (vet bills).

At the \$50 level (Individual), \$100 level (Corporate), \$200 level, \$500 level and \$1,000 plus. They would get an acknowledgement/thank you and follow up letter as well as on-line newsletter, website page link, facebook page acknowledgement, scholarship committee thank you letter.

The split would be 80% contribution to whichever fund it was designated to and 20% to the general fund (for a door decal, mailings, etc).

Phyllis suggested they get a "proud sponsor of ..." VHC plaque or certificate decal. The committee will look into the cost of all of this.

Jessy responded positively to this idea. Jeannette questioned the corporation's value-add to them.

The number one thing to pitch or promote is equines in Vermont and use the community of VHC as a second benefit.

Having their banner hung at our events would be another benefit. This would be specific to an event pertinent to their business.

Doug questioned the name of the scholarship fund as in the past fighting to keep the name Clif Murray, Floyd Fuller and Jane Thompson has been very important. It was suggested a place on the website honoring these people would be better at this point as the nostalgia has worn off with the passing of time.

It was decided to table the scholarship changes until the May meeting as there are too many pieces to fit together. Morris will talk to Lucinda and Gloria about the names on the scholarship funds as they are now.

It was suggested everybody read through the scholarship document by the May meeting.

At 12:19 pm Lucinda left the call

St. Albans Meeting re: World Equestrian Games - Mary Gilman suggested to Heidi that VHC get involved with the 2018 World Equestrian Games in Bromont, Montreal, Canada. There is a meeting in St. Albans- April 20. Jeannette offered to attend – subsequently the date was changed to April 27th, Doug and Vicki will attend with Mary.

Vermont Sports: We can post our events in their calendar and submit articles to an Annual Equestrian Magazine they are considering if we help them. We thought it was a good idea to advertise the Equine Summit and form a relationship with them. It was considered a short term opportunity with long term possibilities.

At 12:22 pm Karen left the call.

VHC had been a member of Trails & Greenways for many years and Heidi was active about 8 years ago. The organization is a bit frustrating. Continued representation of equestrian needs is still very important. There is a meeting on May 10th in St. Johnsbury. Doug and Ken Hoepfner were asked to represent VHC. Jean Audet offered to attend the next meeting. Jeannette offered to try to attend as well.

The Recreation Trails Summit is April 27th. Heidi is going. All user groups will be there. Let Heidi know if you can attend as well.

The CHAMP group joined VHC as a Farm member and asked if we would 'endorse' them. Discussion ensued and it was decided Heidi would check with our insurance to see what the liability would be. Morris thinks it's a great idea. Jessy and Gloria will draft some conditions our endorsement might look like.

Doug Lauzaras letter: Heidi reported that Doug would like to help VHC with branding our organization. He can help with a video or our printed materials as well as a comprehensive marketing effort. It was suggested we approach the American Horse Council to see what they have for resources to help us with this. Jeannette offered to call Ilene Douglas, chair of the AHC committee.

Doug left the call at 12:37 pm

Discussion ensued regarding our participation in Field Days throughout the summer. No action taken

Next Board meeting is May 15th

Meeting adjourned at 12:30 pm