

## Minutes from VHC BOD meeting in Northfield, VT 2/16/2019

Present at meeting: Sue Miller, Heidi Krantz, Susan Boyer, Belinda Brown, Amanda Lameroux, Diana Huntley, Jeanette Cole, Jean Audet, Sharon Stearns -via phone, Jim Nickerson-via phone.

The meeting was opened with Sue Boyer going over some of Roberts rules being outdated. The reading of the minutes from the last meeting not being necessary.

We looked at the duties of the BOD, clarified duties of secretary to sending minutes to the BOD and Michele, and she would post as "pending" onto website until approved at the next meeting.

The sending of information via USPS will happen by Jeanette only one time a year- establishing membership.

The updated by-laws are posted on the website from 1/15/19, 1/20/19 meeting.

Doug is managing the Facebook post and "encourages others to help", there has been a lot of traffic there lately.

Heidi made a motion to pass minutes from annual meeting. Belinda seconded it , and the motion was passed.

### Treasurer report

Treasurer report addressed by Jeanette and Susan. The statement of financial position stated no loss of income due to the Tunbridge trail ride. Membership income is \$465.00, Business membership is \$625.00, total revenues & gross profit \$2,954.78. Total expenditures \$277.90, NET operating revenue & NET revenue \$2,676.88.

The adult education fund needs to be addressed. If someone was to apply, there is negative funds. We could tranche from another area after board/ membership approval. Approving the budget helps to clarify funds for the entire business, such as scholarships.

Heidi motioned to approve treasurer's report, Amanda second, the the board approved the minutes from the last treasurer's report.

### By laws

The officers and directors responsibilities were looked at. Terms were discussed. Membership e-mails are held by Jeanette and Michele. The sharing of files and access was addressed. Google hangout was discussed as a future place to connect. We had a brief tutorial by Sue Boyd at the end of the meeting.

### Committees

There are three main committees, The summit, equine activities, marketing/promotions.

Each committee needs to have a purpose and a mission. There needs to be better strutter in filling positions, fulfilling responsibilities and stronger leadership. There is a serious problem with finding effective people to join in the committees.

Visioning process is a format that has been used in the past few years to move forward. These archives and the past history are able to be found in the Committees-administration file.

There needs to be Clarity on who is on these committees, how active they have been. A formal reporting process to the board was discussed. Committee chairs are on website under directors manual, under about us. The chair needs to be identified and then possibly report/address the board with information/actions and ideas. Committee chairs, has been appointed in the past. It then became a bit more "fluid", and how should we address this moving forward. The president can appoint a committee chair according to bylaws. Sue will contact committees and figure out chairs, and give report next meeting. The equine activities seems to be more of a "trail work" committee. Amanda L is willing to be chair of this committee.

Does Gloria still want to be promotions chair?

Promotions maybe could do press releases, monthly advertisement, quarterly radio, TV newspaper?

Sharon-possibly be in charge of monthly release, Gloria could edit for her, we have a comprehensive media list.

Jeanette is essentially chair of membership, and part of the equine activities, services.

Heidi might consider services committee, yet, is already swamped.

The summit & survey could use promotions, and more people to help/better leadership.

The marketing committee.- Susan is willing to be chair of this, and then Sue, president pronounced Susan chair, and possibly Gloria as co-chair. Diana, Michele and possibly Jeannette are interested in being part of this committee.

The promotions will have a separate meeting, yet have a central site for horse activities. This becoming the umbrella for marketing all horse events.

The farm show was hard to keep going to because of cost, and volunteers, yet maybe should be looked at going back to.

Any information for the website will be posted by Michele.

The administration committee is essentially the board now.

## BLOG

Jeanette would like someone to take over the newsletter, to become a BLOG, electronic newsletter to communicate with members. It has potential for marketing, education and entertainment. It goes out only to members and is on the webpage. The minutes will include the fiscal report, not the BLOG. It could become part of the promotions committee. Only a handful of members receive the newsletter at this point by USPO. There was a motion to find the proper person to be in charge of the BLOG that is a member by Jeanette. The motion was seconded by Sharon Stearns, and passed by the BOD. Susan will reach out to Lynn, who has a fantastic BLOG.

There is a need for a central calendar for horse activities info throughout the entire state.

Fairs, horse shows, etc.

The marketing committee could become linked with every horse club.

There was a question/discussion of what it would mean to be an affiliate with horse clubs.

Correction- Amanda's working equitation clinic at HH is June 9th-not June 8th.

Amanda inquired about insurance and members getting coverage for an event, the answer was no. Nation Wide gives a 7% discount to members of VT Farm Bureau, maybe VHC could do something similar. Could be good marketing for us and them.

## Annual meeting

Everyone was happy with the mean and accordant ions at the annual meeting. There was \$ 650.00 cost for the food. When Diana pays for her meal there will be a small profit of maybe \$10.00. Looking for something possibly around Dorset, VT , central for next one.

## Stuff coming up

April 6th- educational event in Sheffield VT-What is positive reinforcement training.

May 18th- possible memberships meeting-Pond Hill

June 9th- High Horses-clinic with Amanda L

July 13th-LPT at Sarah Fields house-body work for horse and rider

The N. Springfield Dam flood field /possible for good trail rides?

The fish & Wildlife are becoming more open to sharing trails with horses.

Heidi and Gloria talked about a fundraiser idea-Online action. Looking for people willing to go door to door for donations. There is an online format that costs\$ upfront, yet is well done and professional. Possibly next spring to give us time to collect donations. Could become an annual event, we are looking to raise big \$, over 5,000. Gloria and Robin Simpson, Chrissy Rohan all possible volunteers. Maybe start working this idea at next years farm show. Jeanette made a motion for this to start next year, Jean second, and the motion was passed by the BOD.

BOD to entertain if a business was to donate an unkind donation, should we give a free membership.

Talked of giving memberships to people doing extraordinary acts, children in need and accomplishing things.

Free membership to a Jr. board member, were all ideas brought up.

Request for all meeting agenda/documents relative to be sent out in advance in one e-mail.

Motion to adjourn at 2:38.