



Vermont Horse Council BOD/Membership Meeting

December 13, 2022

7 pm via Zoom

The meeting was called to order at 7:03 pm by president, Mikayla Pike. BOD present included: Mikayla Pike, Monica Raymond, Kerrie Garvey, Heidi Krantz, Lisa LaFont, Robin Severy, Jeannette Cole. Absent BOD were Jean Audet and Sue Miller. No members were present.

FINANCIALS: Checking account = \$8214.48, Savings account = \$8739.73. Detailed financial documents were forwarded to all BOD on December 13, 2022.

SECRETARY REPORT: Reviewed action item list from November meeting. See below updates.

Action Item List for Membership

ITEM	WHO	STATUS
Investigate software that manages membership due dates and renewal status (Square Space? QuickBooks? Other?)	Kerrie	In progress
Talk with Nancy about QuickBooks capability regarding membership	Jeannette	Not completed.
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	Jessica Ebert Edelman would like to be removed from the form as she isn't actively practicing law anymore. Mikayla will check with the person Heidi used last and see if she would like to be added. And Mikayla will keep her name for future questions.
Complete modifications to the membership form to include updated requirement of helmets at all events.	Monica	Done
Add the name of the event to the updated event form (helmet requirement added)	Monica	Done
Lifetime members will get a release form to sign annually (preferably online)	Robin	In progress

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

ITEM	WHO	STATUS
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Develop draft RFP for Web Design BOD approval	Jeannette	In progress – Completed by end of January 2023
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	No Progress
Pilot “members only” FB page	Kerrie	In Process

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	In Progress – proceeding with Spring (online shopping store) https://www.spri.ng/
Contest to “jazz up” the VHC apparel – posting to FB	Jeannette	Dropped. If someone has passion around this, it can be revived in the future.
Trail Trotters Poker Ride	Laurie	Summer 2023 – Laurie is working on places for it to be held.
Collaboration with local farm events ⁱ	Jeannette/Mikayla	In Process - investigating several options.
Grazers Association event; discount on seed?	Mikayla	OPEN
Trail Maintenance	Monica	To be discussed with FPR officials at the meeting to be held in Jan 2023
Equine Summit	Heidi	In Progress - April 2023
BOD engagement - The Addison Affinity Ride	Jean	June 2023
Youth Safety Poster Contest	Lisa	In Progress - Spring 2023
Annual Meeting – Mongolian Ride	Jeannette	Jan 31, 6-9 pm, 2023; Kayleigh Davenport will speak. Advertisement has

		begun on social media accounts.
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Here is the current scorecard for the ballot:

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

COMMITTEES

Trails (Chair = Monica Raymond)

- Monica finalized agreement with Sonny Demars regarding member access to riding and camping on his property in Elmore.
- Monica continues to work with Helen Hipp regarding camping on her property next to Groton State Forest.
- Monica reached out to Green Mountain Hounds regarding collaborating to attract more members. She is awaiting their reply.
- Jeannette attended Vermont Greenways Council meeting on Dec 14, 2022. There were 23 individuals present at the event from various agencies and organizations. Updates were given on goals/priorities for 2023. The meeting was efficiently conducted, and leadership seems very effective. Would recommend VHC continues to be a consistent and constant member, so the equine voice is represented regarding trail policy and trail advocacy within the state.
- Jeannette contacted Nick Caputo, VT Parks Regional Manager (he took over for Susan Bulmer when she retired) to schedule a face-to-face meeting with VHC members. We will convene in January 2023. Date will be either January 6, 13 or 20. Follow up phone call scheduled for new year to finalize the date.

Legislative (Chair = Mikayla Pike)

FARM BUREAU

- Tommy O'Connor and Heidi met on Dec. 7 to discuss future collaborations. We were unaware of the Current Use session with the legislature – so Heidi wants to see if we can get better notification about these sessions so we can share the info. We are also investigating options for joint membership. Recommendations will be forwarded to the VHC Board when they are finalized.
- Heidi is working with Sydney Decker on 1-page FAQ about Current Use for Equine Owners which will be distributed at the Equine Summit in April.

Executive (Cochair Mikayla Pike & Jeannette Cole)

- Monica reached out to two potential board candidates; one declined, and the other did not respond
- Jean reached out to James Robinson to join the board and he has agreed. Jeannette sent out a welcome email.
- Jeannette and Heidi met with Brenda Plastridge, (CCAS | CPP | Procurement Counselor II, State of Vermont | VT Procurement Technical Assistance Center) to renew SAMS account for VHC. This account is required by the government if VHC is applying for grants from the government. We will transfer ownership from Heidi to Jeannette in January 2023. The application was approved successfully.
- Sue Miller has formally written to us regarding her intention to leave the board and her duties as Ride and Drive chair, Scholarship chair and Social Media Chair. Sue will be sorely missed in all these roles, and we thank her for her service. We need to find a replacement leader for all these areas.
- The following motion was made and unanimously approved via email between meetings; Obtain the web domain VermontHorse.com through transfer from Richard Lancaster at no cost and authorize to spend up to \$25 for the retention of the domain on an annual basis.

Safety (Committee on HOLD – no chair available)

- Nothing to report

Marketing/Media (Chair OPEN; duties shared interim)

- Kerrie researched top 10 ranked demand sites. Recommending Spring because there is no monthly fee, we can set the price of our merchandise and we can create a “store front” that we can embed in our website.
- Kerrie researched so membership management options and trialing a few to determine recommendation. Meeting with membership chair, Robin Severy, scheduled.
- Kerrie researched a few different winter riding challenges. We can host a "show" through [Dressage Shows Online](https://DressageShowsOnline.com). This includes both western and english dressage and we would keep 10% of the profits. We could also just host our own winter ride challenge. I think we can adapt the rules from other challenges easily. We would charge a fee (say \$30) and then if you complete the challenge, you'd get a ribbon or some other type of prize. I've looked at a few custom ribbon sites and it seems we could get nice big rosettes for around \$10.
- Monica started drafting the revised structure for the website. Jeannette did research on properly drafting a Request for Proposal (RFP) for bidding out the website design and management.
- Sue has been posting routinely on Facebook. VHC has 1,539 people on the community and 1,759 people following the page. Instagram is not as active with 187 followers up from a previous 86 followers.
- Ride and Drive program received hours from Susan Birge (she is close to her 100-hour badge). Judy Davis is at 586.75 hours and Sue Miller is at 200 hours.
- Robin updated the google sheets and Excel lists.
- Mikayla authored an article for VT Almanac regarding equine role within Vermont. (<https://vermontalmanac.org>)
- Heidi is organizing an education event and fundraising event, Horse and Rider Fitness, for January – April 2023. Heidi reviewed the details of this event with the board.

EQUINE SUMMIT

- Julie Broadway, President of American Horse Council is confirmed for a 20-minute presentation/keynote. Waiting for response from Elizabeth Hunts of the VT Current Use Program re: a roundtable discussion led by her
- Heidi sent requests for sponsorship to Guys Farm and Yard and Poulin Grain (both past supporters) and Forefront Equine (based in N. Clarendon). Would like suggestions of other potential sponsors.
- Chrissy Rohan will oversee food details.
- Sue Miller is developing a flyer for the event. Looking for additional marketing expertise to maximize reach within the equine community.
- The next summit meeting will be in early January. Heidi is leading the equine summit committee.
- The board discussed incentives for business members who participate as sponsors at the event. Business members will be given the option to add an additional \$25 to the registration of \$50 and will receive a complementary bronze level membership for one year. In addition, Heidi reviewed the various levels of sponsorship for the event with the BOD.

OTHER

Committees will meet on January 10, 2023. Committee chairs are responsible for scheduling with their respective committees.

VHC Annual meeting will take place via zoom on January 31, 2023, at 7 pm. Mikayla is developing the "2022 Year In Review" presentation. Jeannette will send out the ballot and the Meeting Warning by December 31, 2022, in accordance with VHC by-laws.

Meeting adjourned at 8:39 pm.

Respectfully submitted, Jeannette Cole VHC Secretary/Treasurer

ⁱ PROGRAMS

Rough Terrain Farm – Jason Drass (Mikayla is contacting)

2023 Winter Challenge – Kerrie is organizing in conjunction with VHC Ride and Drive program

2023 Rider and Horse Fitness Class – Heidi is organizing (Emily Ethier, Louise Lynch, Carmel Stone)

Mad River – Ride with Your Mind (Molly – Jeannette is contacting)

Rutland Fairgrounds – Andrea (Mikayla is contacting)

Large Animal Rescue/First Aid (HOLD)

Lamoille Rail Trail end to end (HOLD – 2024)

Tanit Sakakini - Attuned Horsemanship – Elsa Sinclair (Jeannette is contacting)

Rachel Draaisma is the calming signals and scent person (HOLD)

Web events with AHC (Jeannette contacted and will include them on the calendar)