



# Annual Meeting

January 27, 2024

Vermont Horse Council



Promoting a thriving equine  
community in Vermont

# Mission Statement

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Our mission is to foster an inclusive, equitable, and prosperous equine community in Vermont. We strive to promote and protect the interests and well-being of all equine enthusiasts while recognizing the importance of our natural environment, the rights of public and private property stewards, state laws and regulations, recreation, and local businesses.



# Current Board Members

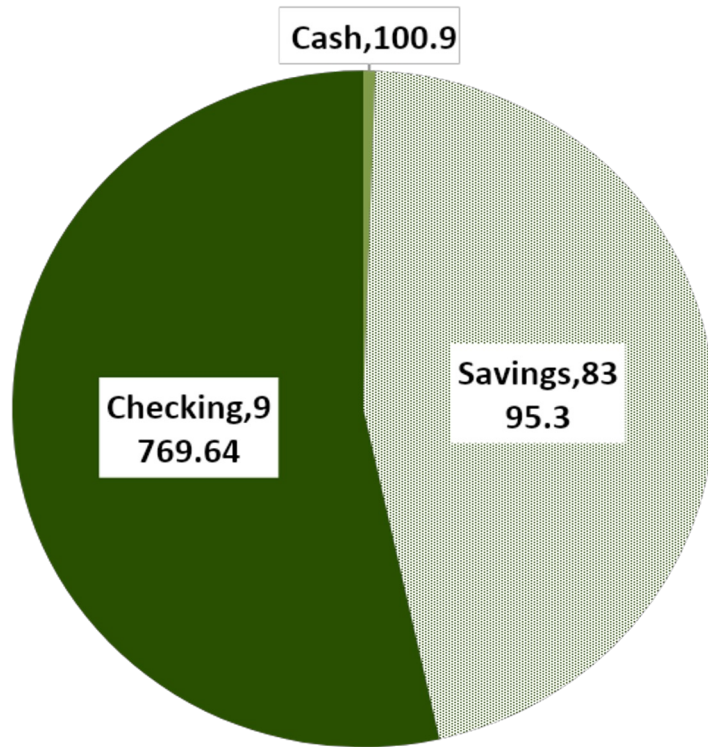
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- President- Mikayla Pick
- Secretary/Treasurer- Jeannette Cole
- Membership- Robin Severy
- Board- Monica Raymond, Jean Audet, Kerrie Garvey, Lisa Lafont



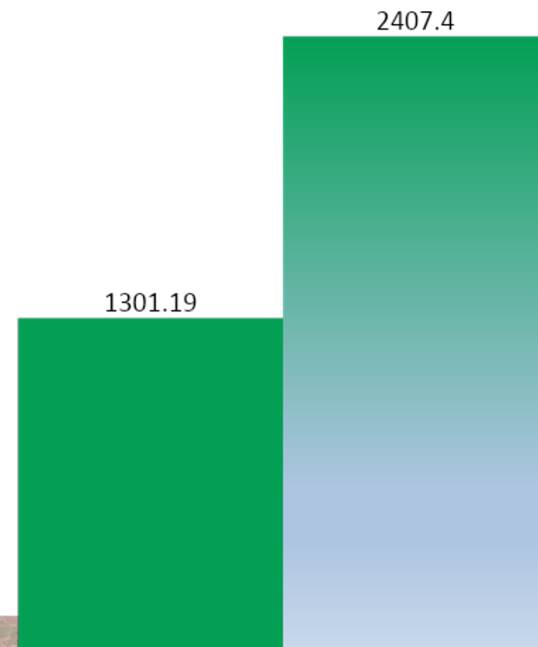
# 2023 VHC Financials

2023



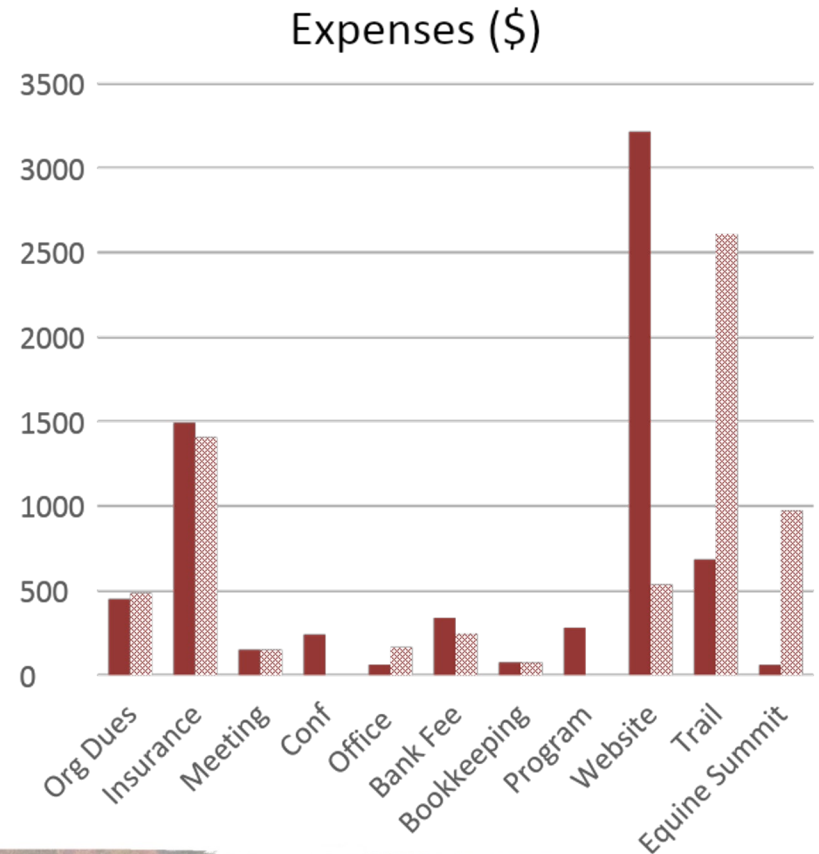
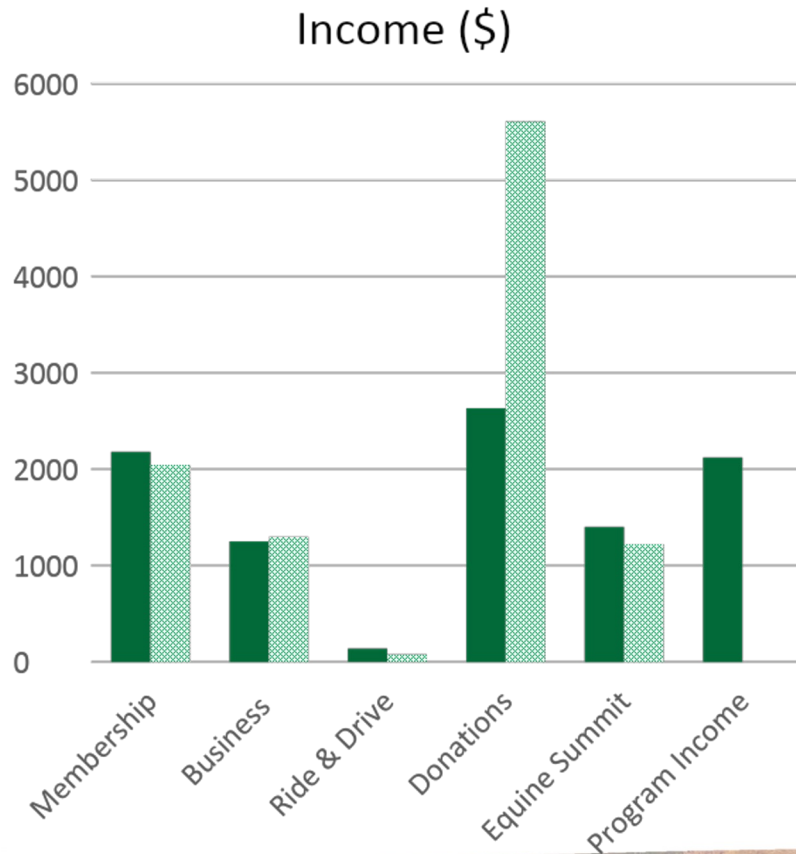
Net Income (\$) YOY

2023 2022





# 2023 VHC YOY Financials



■ 2023 ■ 2022

■ 2023 ■ 2022



# 2023 Summary of Motions

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Feb –

- **MOTION: Renew membership with American Horse Council at a cost of \$300.**

Unanimously approved.

- **MOTION: To award webpage redesign to Paul Sternberg at a cost of \$3000 (\$1500 at inception and \$1500 at completion).** Unanimously approved.

April-

- **MOTION: TO SPEND \$305 FOR A VHC TABLE AT THE SEPTEMBER AGENCY OF NATURAL RESOURCES CONFERENCE. THE MOTION WAS TABLED, PENDING MORE INFORMATION.**

June –

- **Motion was made to cancel the 2023 Summit.** The motion was unanimously approved.

Aug –

- **Motion to allocate \$240 to register Board member, Jim Robinson, to attend Vermont Trails and Greenways symposium on September 27 & 28, 2023.** Voted via email to approve expenditure.



# Year in Review- 2023 Goals

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## COMMUNICATION -

1. Improve VHC communication through the rejuvenation and update of the VHC webpage by year end 2023 at a cost per budget.
  - March – April – Request for proposal and web designer selection
  - April – May – 1) Determine website map and content with guidance from web designer; 2) identify and welcome a new VHC webmaster to take over duties effective July 2023
  - May – July – Complete design and populate pages with content
  - July – Launch new web page
  - August – Dec – receive feedback and fine tune content/pages
2. Reinstate quarterly VHC newsletter and start relevant periodic emails to membership via Mail chimp, Canva, or Constant Comment
3. Revamp Ride & Drive program to solicit excitement, fun and community for VHC members.



# Year in Review- 2023 Goals

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## TRAILS -

1. Formalize equestrian trails in Willoughby State Forest by year end 2023  
Feb - meet with ANR to determine next steps needed to formalize equestrian trails and make a plan  
June – complete site visit with ANR for the purpose of determining trails, parking and public comment content and date  
July – Aug – prepare public comment documents and presentation  
Sept- Oct – conduct public comment meeting  
Oct – Dec – update all trail maps and master plan for phased approach of trail system and possible equestrian camping site
2. Continue discussion and development of Coolidge State Park equestrian camping and associated trail mapping.
3. Groton Forest initiatives – 1) VHC trail marking and updating of maps, 2) maintenance on horse corral footing at New Discovery
4. Silver Lake – 1) installation of two corrals, 2) maintenance of equestrian camping site, 3) investigation of addition trails at Silver Lake/Mooselamoo/Green Mountain Forest
5. Assure equine voice is present within Vermont Greenways organization
6. Complete Members Benefit private property trail access program.





# Year in Review- 2023 Goals

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## EDUCATION -

1. Conduct an equine educational event per quarter  
Winter – Annual meeting – Mongol Derby  
Spring – Rider Fitness/Equine Fitness  
Summer – Trails App and Ride (Hack, Map & App)  
Fall – TBD
2. Investigate Large Animal Rescue – revitalize VHC equipment utilization and awareness
3. Solicit and train new board members and officers to assure long term viability of VHC
4. Continue connection with business community by conducting Equine Summit



# Year in Review- 2023 Goals

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## ADMINISTRATION -

1. Assure BOD/membership meetings are held every other month throughout the year with minutes reported on the VHC webpage
2. Assure proper 501-3C filings are completed on time
3. Assure proper liability and D&O insurance is obtained in a timely fashion
4. Assure financial documents meet all state and federal requirements



# Year in Review- Trails Committee

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## Trails Committee

- Silver Lake corrals installed for trail riding
- Worked with landowner and contractors to plan improvements to Jericho Research Trails for 2024 grant proposals
- Developed in depth proposal for expanding trail access at Willoughby State Forest in collaboration with Vermont Forest, Parks, and Recreation in 2024
- Expanded Trail access at Groton State Forest (Peacham Bog Loop)
- Obtained member only access to 2 properties with camping and riding locations on private property
- Trail Maintenance across the state
- Assisted local riding groups to maintain legal access to trail systems



# Year in Review- Events

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## Fundraising and Events

- Hack, Map, and App: ride in Jericho to teach attendees how to use a trail map app
- Ready to Ride: Horse and rider classes to improve fitness into the spring and summer
- Other's cancelled due to rain and trail conditions





# Year in Review

## Marketing and Media Committee

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### Social Media and Website

- New Website Launched Dec 2023!
  - Updated platform, rolling membership, member site, and lots more!
- Social Media
  - work in progress
  - working on improving how we connect to our followers



# Year in Review- Legislative Committee

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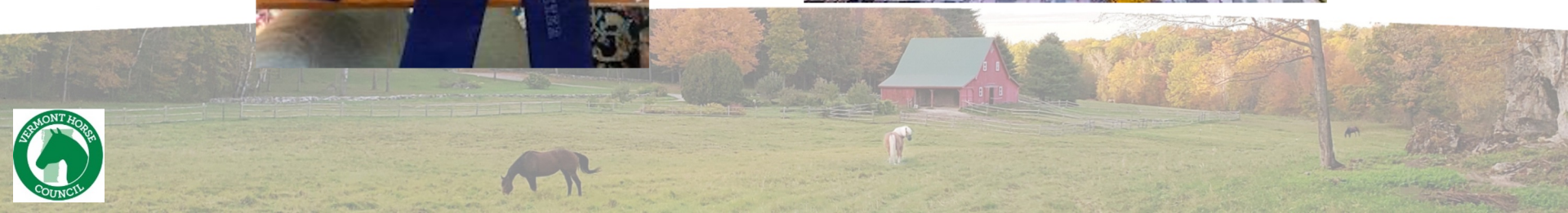
- Worked on updating business membership list
- Maintained connection with Farm Bureau



# Year in Review- Safety Committee

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- Shared safety videos with LVRT
- Did a safety poster contest with 4-H



# 2024 Proposed VHC Goals

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- Develop comprehensive 5-year strategic plan
- Increase membership engagement
  - Quarterly newsletters
  - Monthly Membership Meetings
  - Social media (members only FB)
  - Robust Business Directory
- Refresh and Invigorate Ride and Drive Program
- Leverage power of Website
  - education
  - community connection
- Look into collaborating with established groups to enhance equine technical rescue.
- Write a “white paper” on horses as trail users for groups to us to argue for horse access





# 2024 - Events

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- Quarterly Equine Book Club: Feb 5, May 13, Sept 9, Dec 2
- Basics of Nervous System Regulation (the secret to better communication with your horse): March 16
- Understanding Your Hay Analysis in relation to Equine Health: TBD
- Western Saddle Fit Clinic: April 6
- Equine Industry Summit: April 27 at GMHA
- Hack, Map, and App 2.0: date TBD
- Trailer Backing Clinic: date TBD





# 6th Equine Industry Summit Saturday, April 27, 2024

Green Mountain Horse Association, South Woodstock, VT

*Working Together to Create a Unified Voice  
for Vermont's Equine Industry*

Agriculture 🐾 Tourism 🐾 Services 🐾 Retail

Sponsored by Farm Credit Northeast AgEnhancement & Green Mountain Horse Association

# 2024 Equine Industry Summit

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Keynote Speaker- Denny Emerson

- ❖ Equine Business as Agriculture
- ❖ Equine Agritourism in Vermont
- ❖ Promoting and Building Equine Trails in Your Community

We are looking for people to help spread the word of the Summit! Posting on social media, front porch forum, email lists, etc.

If you are interested email  
[equinesummit@vermonthorsecouncil.org](mailto:equinesummit@vermonthorsecouncil.org)





# 2024 - Volunteer Opportunities

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- NEKET trail projects: Spring cleanup
- Groton Forest trail marking: Spring cleanup
- 2025 LVRT Event, details shared shortly
- All Trails: Maintenance, mapping, and expansion
- Hosting Clinics
- Hosting Rides
- Being present at fairs and shows
- Working with Farm Bureau, specifically farm visits
- Working with 4H
- Updating and maintaining safety PSA's
- Helping with the Annual Summit
- Finding and applying for grants
- Connecting with Organizations, clubs, and businesses





# 2025 Anniversary Event

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- Lisa Lafont update!



# Questions?

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# Thank you!!!

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# Up Next...

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Please join us again at 12:30 for a presentation from Jean Audet on a Horse vacation she took in fall 2023.

