



VERMONT HORSE COUNCIL

"Promoting a thriving equine community in
Vermont"

www.vthorsecouncil.org

BOD Meeting June 11, 2024 7-8:30 pm via ZOOM

Meeting started @7:02pm

Attendees: Jeannette Cole (P), Robin Severy (BOD), Monica Raymond (BOD), Chel Brewster (VP), Mikayla Pick (Treasurer), Kerrie Garvey (BOD), Laurie Baird (BOD), Kelli McArdle (BOD)

Absent: Carla Quandel (Interim), Lisa Lafont (BOD)

Jeannette opened the meeting with the announcement of Jennifer Kennetts Resignation from the Board, effective immediately. The Board accepted the resignation. Discussion ensued to offer Carla Quandel (currently an Interim) the vacancy on the Board. This motion was accepted unanimously. Action to have Kelsey remove all Jennifers permissions and email access were put in place. Letter to Carla was drafted, and acceptance is pending.

May Minutes were accepted unanimously.

Treasurer's report from May was provided and accepted.

June financials as of 6/23/2024:

the VHC Checking account has \$18,901.76 and the VHC Savings account has \$8303.94.

Letter from Lisa Lafont regarding a request for VHC to sponsor the Ride 4 Open Space, held by the Windham Land Trust in Pomfret, CT was discussed. Due to location, and concerns of financial obligation, the Board decided to offer to cover the entry cost of \$75 of two VHC members, for a total of \$150.00 to be paid directly to the Benefit organizer. This will be offered to the membership VIA Facebook Members Only, and VHC Website Members page on a first come first serve basis. Vote was unanimously accepted.

Discussion to use wording to make it known that VHC is all volunteer run. New wording has been accepted and implemented on all social media platforms.

Discussion of gifts for people that sponsor clinic/events. Some considerations include Free Business Membership (bronze), mention in writeup in Quarterly Newsletter, Certificate of Appreciation, Glass Etched items provided by Kerrie Garvey. \$30 value on individual items. Vote was unanimously accepted.

Discussion for purchasing a microphone/speaker set up for VHC Clinics. Discussion for purchasing a popup Tent for VHC Clinics. Vote withheld pending research into costs of both.

Discussion about getting more signage made, including trail markers, directional signs, and “No Horses” for bridges and private property. Vote withheld pending research in costs.

Discussion of providing a promo code/discount to Members who shop in the Swag Store. One consideration was a Holiday 10% discount for two weeks. Will post in Newsletter.

Discussion of cost to attend the VT Outdoor Recreational Conference. Monica, Mikayla, and Lisa are attending, but not speaking all days. Question is who to pay for, or if to pay at all? Feeling is that the information provided will be valuable with potential to make new connections, and identify new resources. Will bench and discuss in July.

Discussion on status of 501c3 certificate. Name needs to be changed. Old name on the certificate is making it difficult/impossible to access nonprofit rates for services due to name discrepancy. Current certificate is from 2017. Name needs to be changed with IRS. Chel agreed to gather appropriate information to start name change process.

Discussion to upgrade Mailchimp to paid service. Also held up by lack of 501c3 certificate. Regular nonprofit fee is \$45 a month and provides 1500 contacts and 18000 emails a month. Argument is that marketing is crucial to promoting VHC and engaging current membership. Vote withheld pending discount discovery.

Meeting adjourned @8:17