



Vermont Horse Council Board of Directors Meeting
February 16, 2025
10:00am via Zoom

Attending: Jeannette Cole (P), Michelle Brewster (VP), Emma O'Neill (S), Mikayla Pick (T), Monica Raymond (BOD), Linsey Williams (BOD), Kerrie Garvey (BOD), Robin Severy (BOD), Laurie Baird (BOD), Lisa Lafont (BOD)

Absent: Carla Quandel (BOD)

Agenda:

10:00am – Call to Order – Jeannette

10:05am – Introductions and VHC Norms - All

Important to reestablish VHC norms because several new members have joined the board

- Mikayla
 - Check emails at least weekly and follow up, when necessary, in a timely manner
 - Use group texts for issues that are urgent or need to be addressed right away
 - All board members should regularly attend scheduled BOD meetings
- Emma
 - Send the secretary necessary information, such as agenda items on the shared drive two days prior to BOD meetings
- Robin
 - Fill out the monthly board update document before upcoming BOD meetings (to let everyone know what you have accomplished since the last meeting)
 - Hold ourselves and each other accountable for this each month (friendly reminders)
 - Important to have a record of VHC activities, especially when changes to the board occur
- Kerrie
 - Make sure final versions of all documents are uploaded in the correct folder within the shared drive
 - Make sure events are up to date on VHC shared calendar and events calendar with any zoom links for meetings
- Michelle
 - Secretary should have meeting minutes up within a week of meeting to help with upcoming committee discussions
 - Stay current on communications and send any information for newsletters in a timely manner
- Monica
 - To make corrections in minutes:
 - 1) Highlight the change
 - 2) Include your name, what was changed, and when to chart in meeting minutes

3) Vote on changes at next BOD meeting

- Save new documents in the to be filed folders in the shared drive to be voted on and follow proper file naming format (see link below)
- Only send emails and replies to relevant board members, don't include people if they aren't necessary for that discussion
- Stay on topic during meetings – identify if topic is informational, for discussion, decision, or action
- Lisa
 - No other norms to add
- Linsey
 - Add a description for each meeting in the shared calendar to make it easier for people to know if they should attend
 - Add member profiles to the shared drive, so we know who to ask about certain topics - Linsey will implement this
- Laurie
 - No other norms to add
- Jeannette
 - We are all volunteers, who are doing this for the VT horse community, so let's all be kind and professional toward each other, and any other outside volunteers
 - BOD and committee meetings are open to all VHC members
 - Send notifications about website updates to board members
 - Professional expertise and diversity are a huge advantage; remember we all have value to add from our experiences and try to keep egos in check; assume positive intent.
 - Pro-safety - all photos need to have helmets when riding

11:00am – 2025 Budget Review – Mikayla

- Numbers for events and committees are estimates based off last year's numbers
- New format will allow us to compare estimates to actual numbers, track income and expenses on a monthly basis, and add receipts to same document
 - Better overall picture of budget, what is going where/when, are we on track, etc.
- Goal going forward is to approve an overall budget at the start of the year, and then vote on changes when necessary throughout the year, instead of approving spending in every meeting
- Carla is focusing on growing business memberships, the Spring Fling is a good driver for this
- Monitor Donorbox, Stripe, and MailChimp fees
- Get any necessary budget info to Mikayla one week before the next BOD meeting on 3/11 - be ready to discuss

11:30am – 2025 Goal Finalization – Jeannette

- Communication
 - Michelle noted - how to establish more interaction between individual and business memberships, important to highlight businesses in the membership newsletter, getting businesses to give member benefits, business features in newsletters
 - Added "send email for member feedback" in addition to website for Q1
 - What services do members want, how are we doing, what do you want to see, what would engage them more, etc.
 - Michelle will put together a survey and put out in March, Monica to help
 - Quarterly newsletters to go out in March, June, Sept, and Dec - Michelle willing to do, share with Emma, or hand off to Emma

- Jeannette and Carla will write business newsletter and make sure to send to board members
- Take ride and drive program off website – put on back burner for now, until more interest is shown (Robin?)
- Trails
 - Removed "Groton goal" - no work days necessary
 - WSF opening in Q3 (July)
 - Use Victory Trails, instead of NEK trails (includes others)
 - Add signage for polar bear parking at Victory by May – need to budget for signage
 - Added "participate in Lunenburg outdoor recreation committee for collaborative equestrian activities"
 - Back burner - produce a white paper on equine trail impact
- Education
 - Press release or PSA about road safety and horses being back on the road in the spring
 - Trailer backing clinic – possibly host in a different location, Monica is waiting to hear back from Tim
- Legislation
- Administrative
 - Added "work with FPR to renew corridor agreement with West Mountain WMA for 2025 (Heritage Lands)
 - Jeannette will add accountability list for specific goals

12:30pm – Other Discussion - All

- Spring fling volunteers – Lisa and Robin (before event)
 - How to highlight more foundational members
 - Used tack sale – VHC won't have a table, just individual members if interested

12:35pm – Adjourn

Links:

- https://docs.google.com/document/d/1N_uMyry7qmUKbmhDJk7gPOMX6RIWZV/edit?usp=sharing&oid=102194311649719574085&rtpof=true&sd=true

Parking Lot:

- Make sure new members sign up the correct way (online)

Proposed Minute Corrections:

Name	Date/Time	Change	Vote