



Vermont Horse Council BOD & Membership Meeting Minutes
March 11, 2025, 7 pm via Zoom

Present: Jeannette Cole (President), Robin Severy (Board member), Linsey Williams (Board member), Chel Brewster (Vice President), Laurie Baird (Board member), Mikayla Pick (Treasurer), Lisa Lafont (Board member), Kerrie Garvey (Board member), Carla Quandel (Board member).

Absent: Emma O'Neill (Secretary)

Jeannette Cole called the meeting to order at 7:05 pm.

Secretary's report: minutes for February 16, 2025 were approved

Treasurer's report: see report dated Feb 28, 2025. Approved.

Business newsletter: Carla Quandel

- Business membership levels have been updated on website.
- Member advocate is also available on the form.
- Business newsletter is ready to go. Gives a short intro to topics we think they might be interested in with links to more info. We will be able to collect data on what our audience is most interested in based on which links people click on.
- We have 297 business contacts (not all members). Much of the list is from Heidi.
- Board members will also get copies of the newsletter.
- The newsletter will be viewable on a mobile device.
- We can target certain segments of the business population, e.g. by county or other criteria.
- How can we advertise the business discounts to potential members to get them to join? We should consider putting the business names on the Join page.

Membership Committee:

- Robin is primary conduit for membership, business members get sent on to Carla. Chel is playing a supportive role.

- Chel has been working to fix some problems with Donorbox. There were issues with new people joining. They got an email saying there was a second step to make a password, but people didn't see this as it was in fine print. It's been fixed now.
- There was some confusion with business members who are also individuals. Business memberships should also get the individual perks. Committee is working on this.
- We need to formalize this as a committee. Members will be: Michelle (Co-chair), Carla (Chair), Robin, Jeannette, Paul, Heidi.

*****During an after-meeting conversation, it was decided that Robin will be the chair of this committee. Robin will keep the official membership list for all VHC members, and Carla will have access to a copy of the business membership list as the business membership point of contact.

Updated committee members will be: Michelle (Co-chair), Carla, Robin (Chair), Jeannette, Paul, Heidi.*****

Other business:

Linsey called the town of Middlebury and got permission to park trailers across from the transportation garage so people can ride on local dirt roads during mud season (or any time). Parking will not be allowed when the road is closed due to mud or snow (gate will be closed). Linsey will create content for a webpage on this.

Chel needs newsletter contributions. She needs them by March 24.

Laurie: Jean has been working hard on Silver Lake. Getting proposal ready to submit for trail maintenance. She talked to the Foot of the Mtn snowmobile club and got their blessing for equine use of VAST trail. Most is on National Forest. We need some landowner permission, which Jean or Phil will work on.

Monica: found a site called EquineDiscounts.com that provides discounts for John Deere and other companies to members of national or local equestrian organizations. She is looking into how this works.

Lisa: Spoke to the Sutton road foreman re: Dolloff Pond road about taking horse trailers up the road, as the road needs some work. They will look at what might be needed for repairs and they will make sure it is open for the grand opening for the Willoughby trails.

Spring Fling in Rutland Jeannette: we will be there May 10. Jeannette went to the ECTRA meeting asking for sponsorship for the Pace Your Horse event, which will include access to a track and distance professionals teaching people how to check pulse and respiration and give tips on pacing. ECTRA agreed to give us \$350, which will include a membership.

VHC will have an informational booth there on May 10. Need someone to help spearhead this since Jeannette will be involved in the pacing event. There are people volunteering to staff the booth but we need someone to oversee it. It'll be up 10 am to 4 pm. Would like to have people who have been part of VHC in the past who can talk with people about our history. Laurie might be willing to take this on; she will talk with Jeannette about it.

Jeannette talked to Andrea about vendors. In the past the vendor thing was pretty loose. They showed up and paid their fee to Andrea. Jeannette wants it to be more formal and have vendors pay ahead of time, with horse people interacting with vendors. Her vision is for vendors to meet with clients and provide a service, e.g. people could bring their horse and make an appointment to have a saddle fitting, or have their horse try on hoof boots. Andrea asked Jeannette to oversee the vendors, but this would be a lot of work and we would get nothing out of it. Jeannette hopes that in the future we would get part of the vendor fees. Right now they are going to the Fairgrounds. Last year they made \$200,000 on entry fees, vendor fees, etc.

Legislation (Jeannette): Bill H273, which would include equine farms under Current Use, has been introduced and Heidi is testifying on 3/12/25. They interviewed a few dozen stable owners regarding this bill.

Submitted 3/13/25 by Monica Raymond

Proposed Minutes Corrections:

Name	Date/Time	Change	Vote
Jeannette Cole	3/12/2025	<p>There was an after meeting conversation on 3/11/2025 (Michelle/Robin ->Jeannette and Jeannette->Carla). Robin Severy will be chair of this committee. Robin will keep the "single truth" membership list for all members of VHC.</p> <p>Carla Quandel will be able to copy business member lists so she can do her work as the business membership point of contact.</p> <p>We need to formalize this as a committee. Members will be: Michelle (Co-chair), Carla, Robin (Chair), Jeannette, Paul, Heidi.</p>	