

<b>COMMUNICATION</b>
Develop a marketing plan to increase VHC membership (how do we intend to use each of our social media platforms?). Maintain VHC communication/engagement through updates to VHC website, periodic emails, Member only and general Facebook postings
Implement website improvements outlined at 2026 annual meeting presentation (1. Give returning visitors something to engage with immediately. Add a "What's New" section on the homepage, feature the next big event, or highlight fresh trail content. Make it obvious what they should do next when they land on the site; 2. Double down on trail content. Create more trail guides, add photos/maps, build out individual trail pages, and consider seasonal trail condition updates. This is a differentiator for VHC. And it may be a place where we can add more calls to action to join; 3. Create content specifically for out-of-state visitors: "Planning Your Vermont Horse Trail Trip," "Horse-Friendly Accommodations Near Trails," or "Bringing Your Horse to Vermont: What You Need to Know." This could drive membership growth and event attendance from regional horse enthusiasts. Also consider if out-of-state may benefit from becoming members—especially to access member-only trails; 4. Increase your social media content frequency, especially for Facebook. Share trail photos, member stories, and upcoming events; 5. Make events impossible to miss. Feature the next big event prominently on the homepage with eye-catching visuals. Consider creating dedicated landing pages for each major event (like the business summit) with registration forms that we can track as key events.)
Produce VHC individual member newsletter (Feb., April, June, Sept, Dec).
Develop a plan for contacting equine businesses to join at advocacy, non-profit, business or sponsorship levels (5 contacts per Board member = 50 new business members)
Participate at NEK Equine Expo, May 2026, by hosting a VHC booth
Determine how to optimize Jotform for membership renewal, event sign up, surveys, etc.
<b>TRAILS - State Lands (WSF, Groton, Coolidge, Little River, Victory, Island Pond); Brewster Uplands, GMNF, Mobbs Farm/Jericho Research Forest, Private Landowners (Forest Farmers, Morrisville, Groton)</b>
Complete WSF equestrian trail mapping, complete trail signage, and investigate grand opening event for Q3 2026
GMNF (Moosalamoo) complete annual maintenance on existing equine camping area (Silver Lake)
GMNF (Moosalamoo) complete map of existing trails.
GMNF (Moosalamoo) determine safety improvements needed for two campground driveways.
GMNF (Moosalamoo) compile information about other equestrian trails in the forest.
VSF Continue conversations with Orleans County Fairgrounds about overnight camping
VSF Determine with ANR equine trail accessibility (Rogers Brook, etc.) and complete trail mapping
Develop a trail stewardship program for volunteer engagement
Obtain final grant approval for Jericho Research Forest
Continue search for grant opportunities for Mobbs Farm in Jericho; obtain necessary bridge loan; complete outlined trail work to mitigate erosion issues
Continue Gravel Road Riding documentation and website update (i.e alternative riding during mud and hunting season)
Investigate private land opportunity near Mikayla for additional membership benefit
Heritage Land - participate with ANR on updated Corridor agreement
Heritage Land - reclaim parking area
Victory- assist Polar Bears Snowmobile Club in repair of bridge (?)
Assure equine voice is present within Vermont Greenways organization.
Develop Safety plan and communication plan for trails on State land (e.g. Heritage, WSF, VSF)

Maintain Members Benefit private property trail access program.
<b>EDUCATION</b>
Q2 - TBD
Q3 - TBD
Q4 - TBD
<b>LEGISLATIVE</b>
Continue legislative work that expands the definition of agriculture to include equines in all statutes; expands the definition of farm income to include diverse equine activities such as boarding, therapeutic riding, lessons, trail riding and other on site activities; align current use eligibility (land and buildings) for equine farmers to other farmers; include equine farm businesses under agricultural sales tax exemptions
<b>ADMINISTRATIVE</b>
Solicit and train new board members and officers to assure long term viability of VHC
Assure VHC financial viability through fundraising, donations and membership growth
Continue active involvement in the American Horse Council and Coalition of State Horse Councils
Assure BOD/membership meetings are held every month throughout the year with minutes reported on the VHC webpage.
Assure proper 501-3C, VT Business license, and SAM filing are completed on time.
Assure proper liability and D&O insurance is obtained in a timely fashion.
Assure financial documents meet all state and federal requirements.