

**Rio Verde Horsemen's Association  
Board of Directors' Meeting**

**June 22, 2023**

**Attendees:** Jenny Powers, Carmela Lizzo, Terry Stecyk, Mike Miola, Veruschka Schneider  
**Absent:** Lori Bridwell, Zondra Poteste, Linda Vinson  
**Guests:** None

The meeting was called to order at 7:13 p.m.

**Reports:**

**Minutes - Jenny**

Minutes from the May meeting were distributed via email. Motion to accept as submitted was made and seconded. Minutes accepted. Jenny will send the files to Frank to post to the RVHA website.

**Treasurer's Report – Zondra**

The Treasurer's Report was distributed via email. A motion was made to approve the report as submitted, seconded, and accepted.

**Area Awareness – TBD**

**Commercial Rezoning**

A hearing will be held on July 26. It is important to have a voice to oppose the rezoning plan. Terry will look at how to engage the opposition residing in Trilogy, Rio Verde, and Tonto Verde. Results of past surveys on potential rezoning efforts will be incorporated in a message to the County on behalf of RVHA members.

**Water Issue Status**

A Board is being formed to guide the district. There will be five volunteer Board members. Mike's name has been submitted for consideration and he reported he has been interviewed. Various government entities will select representatives to participate on the Board. The deadline to complete this effort is 14 days from when the Bill was signed. The Board will work on the IGA. There are several issues to work out regarding the differences in the proposed IGA from Scottsdale and the Arizona government per the new bill.

**Social Media – Terry**

The number of followers is increasing, possibly due to cross posting with other groups.

**Membership**

There are currently 428 RVHA members. New and renewing membership cards will be mailed over the summer.

**Welcome Committee – Bonnie**

Bonnie reported that 10 Welcome cards were mailed in April. Cards will be reprinted and will include the QR code. Carmela will follow-up with Bonnie on tracing new builds and home sales.

**Business Card Advertising – Veruschka**

Veruschka was encouraged to work with Zondra to develop the application and receipt forms requested to pursue advertising participation. Veruschka can develop the forms using information contained on the RVHA website, collect business cards from advertisers or have scanned art for the advertisers emailed to Linda.

Lori was assigned to explore a discount for RVHA members from Karsten's Ace Hardware.

A motion was made to add business card advertisers to the back page of the newsletter as another incentive to advertising and to increase visibility. The motion was seconded and approved. Linda will implement this change.

Mike suggested creating a spotlight feature on the website to focus attention on advertisers on the Facebook page. Advertisers would be asked to provide biographical information then a selected advertiser would be featured monthly as appropriate. Terry will facilitate moving forward with this suggestion.

Carmela will discuss the long-standing RVHA member discount program with Scottsdale Livestock in hopes of continuing this arrangement.

### **Round-up Newsletter – Linda**

Linda had challenges with computer access, which delayed the summer newsletter distribution. The timeline for the next issue was not discussed. Will be determined when Board meetings resume in the Fall.

### **Roadside Clean-up**

The next event will be scheduled in the Fall.

### **Social Events – Carmela**

There are no social events being planned at this time. Activity will resume in the fall.

### **Old Business**

#### **F.A.S.T. Notifications**

The system will utilize a Go Daddy platform to improve performance. The email database as it currently exists should not be deleted.

#### **Zoom Contract**

Carmela will follow-up with Zondra regarding cancellation.

#### **SB1432 – Water standpipe bill**

Carmela noted that she sent a thank you message to the governor and senators who voted in favor of this bill on behalf of RVHA.

### **New Business**

#### **New RVHA Activities/Promotions**

- Membership drive – promote efforts regarding rezoning, water issues, upcoming fall events, emphasis on the factual information provided to members.
- Eblasts – to keep RVHA name in front of members send eblasts on topics such as horse camps, horse health (ie, colic due to heat/dehydration), dog walking in heat, etc. Each board member could develop brief content on a topic through research or something familiar to them.

#### **RVHA Standard Operating Procedures**

Although there is no written document (and one should be developed at some point) there are procedures that have been followed in the past such as complimentary Board membership for RVHA Board presidents. The Board members should sign an ethics form, which is not currently being done. Terry will research the form that has been used in the past. No action was taken at this meeting but is a topic for further discussion.

#### **Bylaws Update**

Jenny provided an updated Bylaws document to Board members and noted some questions or areas needing clarification. The document was reviewed during this meeting and a few edits were requested. Jenny will incorporate edits and provide a revised document for final review at the next meeting.

**Next Meeting**

The next meeting will be held in September with a date determined via email. Refreshments assignment was not determined.

Meeting adjourned at 9:00 p.m.

Submitted by: Jenny Powers