

**Rio Verde Horsemen's Association**  
**Board of Directors' Meeting**  
**April 4, 2012**

**Attendees:** Mo Wachman, Jenny Powers, Marjorie Porter, Ray Wallage, Lori Bridwell, Cortland Parks, Judy Riley, Dan Cohorst, Terry Stecyk  
**Absent:** None  
**Committees:** Chris Estey, Advertising; Carmela Lizzo, Social  
**Members:** Bruce Estey, Liz Potoff, Lynn Raschke, JR Medlock

Meeting called to order at 7:00pm. Quorum established.

**Minutes – March 7, 2012**

- There were a few modifications to the minutes to correct the spelling of guests' names and minor edits from Mo. A motion was made and seconded to accept the minutes as modified. No discussion. Motion carried.

**Reports**

- **Treasurer's Report:** Judy distributed and reviewed the report which reflected April 2012 and January through March 2012 and January through March 2011. A motion was made to accept the Treasurer's Report, seconded, and approved with no discussion or opposition.
  - Judy is in the process of renewing the RVHA organization membership with Arizona Horse Council. Judy asked if providing the RVHA Officers' email was acceptable to the Board. The Board agreed to provide email addresses but not to submit a roster of RVHA members.
  - RVHA taxes were submitted April 4.
  - It was suggested that the Treasurer's Report and Minutes be posted on our website in archives.
- **Membership:** 456 members for 2012 to date; 60 are new for 2012, 47 are associate members.
- **Social Committee:** Carmela is organizing the committee and has recruited members but welcomes anyone interested in participating. Upcoming events include:
  - Election lunch at Greasewood Flat on April 14
  - Trail Ride – rescheduled from March 18 to April 22, at Cave Creek Outfitters, includes breakfast/brunch. Meet at 8:30am to ride at 9:00am. Rental horses are available by contacting Cave Creek Outfitters directly. Carmela suggested having copies of the liability waiver on hand to sign. If RVHA does not have one, Cave Creek Outfitters' copy can be used as a template. Refunds will be given to those who paid for March 18 but cannot attend the rescheduled date. A suggestion was made to rate the rides by difficulty and perhaps a brief description of trail conditions (rocky, steep climbs, etc.) to assist riders unfamiliar with the area. JR questioned the cost of the rides and several Board members assisted in explaining the process, which includes consideration of the cost of the venue; meals provided and whether potluck is included or all food and drinks

are supplied; service items such as flatware, paper products, etc.; and other factors combine to determine the cost to the members.

- Cortland offered to arrange the early fall trail ride with plans to cross the Verde River and utilize the trails on the east side. Cortland and Carmela will coordinate this event.
- Jenny will implement No Frills/Small Thrills trail rides limited to small groups without meals provided. Will begin in late May or early June with local early morning rides and assess interest going forward.
- Family Picnic – May 6 at Box Bar Ranch. Burgers/hot dogs and potluck event under discussion. Attendance is complimentary for members. Volunteers are needed for children’s games. “Minute to Win It” was suggested as an adult game; dunk tank; horseshoes. For children, face painting and appropriate games. May also include a 4-H Bake Sale and other activities.
- Burger Night – June 2 at Greasewood Flat, \$10. Carmela is trying to arrange a buffet service with Greasewood and will keep Judy informed so that the payment buttons on PayPal can be updated. Cortland suggested supplementing social events. The Board discussed this and reviewed a number of events that are complimentary to members, such as the picnic, chili cook-off (participants pay an entry fee); and supplements that have occurred with dinner dance meals to offset the cost. It was felt that a nominal charge was fair for other events.
- **Advertising:** There are currently 46 active advertisers, 12 have renewed this quarter and all have paid except three. Chris will follow-up as needed.

### **Old Business**

- **Election Day Lunch:** Ballots are being returned by mail. The lunch on April 14 is complimentary for members. A reminder email will be sent. At the meeting Judy will be asked to review the Treasurer’s Report and Ray will explain the new process implemented for the selection of Officers once the Board is elected.
- **Facebook Page:** There have been 39 “Likes” of the page so far. People are posting photos and comments. There is now a link on the website.
- **County Planning and Zoning:** Ray related that Planning and Zoning and the Flood Control departments do not like meeting at the same venue, same time. He is still working on arranging to have both entities available for a meeting in late May. As a follow-up on fencing, no permit is required for portable pens
- **Bylaw Committee:** No report.

### **New Business**

- **Membership:** Marjorie will be assisting with Membership by sending membership cards and issues of *Round-up* to new members and other tasks as requested.
- **Membership Drive:** Ideas were discussed regarding implementation of a membership drive. Some suggestions are:

- If a member signs up two new members, the member's renewal is half price; sign up three new members and renewal is free.
- Set a goal, such as United Way and promote achievements.
- Encourage advertisers to give greater discounts to members.
- Ask each member to sign up a new member – "I've Got Mine" program
- Use roadside clean-up to promote RVHA. There is no identity on the signs at this time and we are missing an opportunity to promote the good programs RVHA supports. Also post a banner in the meeting area for the clean-ups.
- Actively pursue non-renewals. Send reminder emails – ie, "we want you back!"
- Carmela will write a proposal for a membership drive effort.
- **Area Awareness:** This committee needs a chairperson. Activities include monitoring the City of Scottsdale, special use permit applications, etc. Mo would like to provide information on the Scottsdale Preserve for follow-up. Ray reported that the Rio Verde Foothills area has been divided into two political districts. The division is near 160<sup>th</sup> St. Claudia may be a potential lead for this committee. Marjorie will follow-up with postings on the website to keep information current. Facebook postings can be kept timely by using the bulletin board feature that automatically deletes events when the date expires. Mo provided updates on the two SUPs under consideration:
  - AT&T cell antennas on one of the APS towers at Lone Mountain and 144<sup>th</sup> St on five acres of private property.
  - Cave Creek Outfitters – regular business.
- **Trails Committee:** Cortland will continue to work on this committee. He reported that the City of Scottsdale now has a non-emergency number to report motorized vehicles using Preserve land. The number is 480-312-5000. Attendance at the Preserve review meetings is encouraged.
- **Rattlesnake Avoidance Training:** There has been a good response to the classes offered.

#### **For the Good of the Association**

- There were no topics for discussion.

The meeting was adjourned at 8:25pm.

**Next meeting:** The next meeting is Wednesday, May 2, at Arizona Cowboy College. Refreshments and social at 6:30pm, meeting begins at 7:00pm.

Submitted by:

Jenny Powers

RVHA Board of Directors, Secretary