

# Rio Verde Horsemen's Association

## Board of Directors' Meeting

March 8, 2017

**Attendees:** Marjorie Porter, Terry Stecyk, Carmela Lizzo, Mo Wachman, , Jenny Powers, Lori Bridwell

**Absent:** Judy Riley, Mike Oster

**Committees:** None other than BOD members

**Guest(s):** Bonnie Burke, Rebekka Schwegler, Veronica Musgraves – Bonnie Burke Team Realty  
Deb Brown, assistant at Lorill Equestrian Center

### Guest Presentation

The RVHA Board invited Bonnie Burke and her team to the Board meeting to present information on the demographics of new residents and potential buyers moving to the Rio Verde Foothills. The purpose was to learn more about the target audience for RVHA membership. In recent years RVHA has experienced a downward trend in annual membership and apathy from members regarding events and opportunities for involvement.

Rio Verde Bulletin Board has, in some aspects replaced the need for classified ads and member requests previously posted by RVHA and provides a platform for exchange of information and news. While not always accurate or unbiased, the information is readily available and in abundance.

The value of RVHA needs to be emphasized and website information needs to promote the value and create RVHA as a resource to the community. Suggestions from Veronica, a marketing specialist included adding more information to the postcard sent to new residents to outline fees and provide value statements. Changing the name from equestrian focus was also suggested. Facebook is inexpensive and provides an excellent opportunity for branding RVHA.

It was suggested a direct mail campaign be undertaken to push traffic to the website. As the Board pointed out, mailing is costly and the newsletter has been reformatted to a digital version to avoid expensive of printing and mailing. Postcard mailings may not fit in the budget.

It was suggested testimonials be used on the website to help people see themselves in the community and to engage readers.

Marjorie mentioned the lack of response to outreach for ideas and events members may be interested in. Only four responses were received in the last attempt. It was felt in the absence of a crisis affecting the community the need for an association may not be seen as necessary.

A campaign to contact lapsed members and invite them to re-join was suggested. Some Board members agreed that the list should be circulated and Board members could commit to contacting a number (5-10 was a suggestion) of lapsed members that they may know or have met. Mo and Marjorie committed to getting the list to Board members.

A somewhat lengthy discussion followed regarding Rural Metro coverage and flood insurance changes and coverage requirements. RVHA could provide information that would allow members to see RVHA as a source of unbiased information on these topics.

The Area Awareness Committee could post regular notices of information, regardless of what is happening in the area, and include a link to the website, a reminder to follow on Facebook, and request membership.

Bonnie offered to share RVHA information with realtors on tours in the area. Bonnie's team will offer free membership in their welcome packet as a closing gift. RVHA offered to cover the membership but Bonnie declined and will donate as a contribution to RVHA.

Bonnie's team noted that approximately 30-40% of new home buyers are horse owners.

### **Reports:**

#### **Minutes – Jenny**

Distributed via email. Marjorie made minor edits, no other feedback. Motion made and seconded. Approved without discussion.

#### **Treasurer's Report - Marjorie**

There was an error in the reporting of the Spring Picnic. The amount was moved to Dinner Dance instead. Motion to accept and seconded. No discussion. Motion passed.

#### **Membership – Mo**

Currently there are 435 members with 30 new for 2017. The list of lapsed members will be available at the next meeting to follow-through on commitment by some of the Board members to contact lapsed members and ask for renewal. No vote was taken on this action.

#### **Facebook - Terry**

There are 783 "likes."

### **Old Business**

#### **Area Awareness – Mike**

Mike is working on recruiting members for the committee.

#### **Social Events - Carmela**

##### **Dinner Dance – March 18**

There are 44 registrations as this time but more are expected to register. The menu was discussed as well as donated decorations. The décor provider was thanked with a complimentary Dinner Dance ticket and six months free advertising in RVHA. Firemen will be serving. Additional assistance is required for set-up.

##### **Family Picnic - TBD**

The mounted archery demonstration will be combined with a family picnic. Carmela is working on the date and details.

##### **Yard Sale – April 22**

Buttons are needed on the website for payment options.

#### **Rattlesnake Avoidance Training**

All time slots sold out.

## **New Business**

### **Membership Engagement Committee**

It was suggested the Board form a new committee and begin with a summary from Bonnie's team as a base for membership benefit discussion. The Board voted to form the new committee. Carmela volunteered to assist with the committee.

### **Election Committee - Marjorie**

Pam will serve as chair again this year. Judy will serve as the required Board member. Mo has the message to send out to solicit candidates and allow one week to nominate candidates. Another week is allowed to verify nominations and then Election Buddy will be set-up with profiles of candidates. Ten days will be allowed for voting. Several days were discussed for the election timing and membership meeting. No conclusion was reached and discussion will be taken off line.

Terry will contact Liberty Wildlife and work with Carmela on a date for the event. The meeting with breakfast or lunch will be held at Carmela's home.

### **Water District - Carmela**

The conflict within the team has been resolved. The team is awaiting a meeting to be set up following outreach to the Arizona Corporation Commission.

### **Complaints – Last Meeting - Marjorie**

Starting on time is the goal of every meeting. Attempts will be made to end at a specified time, ideally 8:30pm. Discussion will focus on worthwhile events. Everyone is asked to be prepared in advance.

### **Member Outreach on Events**

Four responses were received for event ideas. Social Committee is evaluating feasibility. The suggestion of a gardening class was most appealing. If there is sufficient interest a class can be arranged. A polo demonstration was suggested and Dr Vidal recommended as a contact. Stacey Sickler, DVM is also a polo player but may now be into cutting horses. A tour of Southwest Wildlife was suggested and is a good function for the fall. Dressage and falconry demonstrations are viable options as is an owl release. Liberty Wildlife is a good resource for an addition to an event. It was suggested a gymkhana demonstration be included with the next attempt at holding a chili cook-off. Bundling events seems to be the best way to attract interest.

### **Next Meeting**

The Board of Directors will meet on Tuesday, April 4 at 6:30pm for refreshments and 6:45pm to call to order. Meeting will be held at Lorill Equestrian Center.

### **Adjourned**

A motion to adjourn was made and seconded. Meeting adjourned at 8:35pm.

Submitted by:

Jenny Powers, Secretary