

Rio Verde Horsemen's Association

Board of Directors' Meeting

January 7, 2015

Attendees: Mo Wachman, Terry Stecyk, Marjorie Porter, Jenny Powers, Lori Bridwell, Jean Anderson, Carmela Lizzo, Judy Riley, Claudia Jordan

Absent: None

Guests: Ferrell Anderson

President's Comments

Mo reminded the Board and guest that the Board meetings are for the purpose of governance in accordance with the bylaws. Although members are encouraged to attend, guests should understand they do not have the floor to speak or the right to vote. They are expected to respect the protocols of the Board and refrain from joining in Board discussions unless invited to do so.

Reports

Minutes – Jenny

The minutes from the November meeting were distributed via email and there was one minor edit in the Aquifer Report to change “to” to “be.” The correction will be made on the file copy and Marjorie will update a copy for the website. A motion was made to accept the minutes as corrected, seconded, passed without comment.

Treasurer's Report – Judy

Judy responded to questions having to do with the format used by the Quick Books program with regard to the income and expenses. The goal of a non-profit organization is to have a small balance at year-end to reduce the tax impact. Income increases after the first of the year due to membership renewals. A motion was made to accept the Treasurer's Report, seconded and accepted without comment.

Membership Report - Mo

As of January 7 there are 361 total members, with 31 new members for 2015. There are 47 Associate members.

Facebook Report - Terry

There are currently 359 “likes” on the site. Terry has done some cross-posting with Rio Verde Bulletin Board to increase outreach for lost pets, etc. The Bulletin Board has over 600 members and is very active though at times disparaging and negative towards RVHA, especially from one individual. Terry responds politely and with political correctness, but posts the truth so that misconceptions do not flourish. Mo indicated that Terry's judgment is trusted and that Terry is empowered to respond as she feels appropriate.

Old Business

Area Plan – Carole

Carole was not available to provide a status report. Mo will follow-up for the next meeting.

Social Committee – Carmela

- **Chili Cook-off – January 25**
Arizona Cowboy College.
- **Burger Nite – February 28**
The last event to be held at this venue.
- **Garage Sale – March 14 (tentative)**
The event will be held Loma Vista Ranch.

Mo provided statistics to address the perception that there is a steady decline in attendance at the events. Although there has been a decline in some areas, overall since 2010 the numbers are steady. It was felt that cost can be a factor contributing to fewer attendees at pricier events such as the Dinner Dances. Additionally there is a perception that the food served at Cave Creek Outfitters was not outstanding and that the dancing is best at Rural Metro due to the cement surface, but the band is best at Cave Creek Outfitters. Ideas for new locations will be sought.

The Board will field a member needs survey to assess the level of interest in current offerings and to solicit ideas for new events. Each Board member is asked to submit questions to Jenny and Mo. Jenny will compile the questions into a draft survey for review by the Board. The survey will then be finalized and distributed by Mo through a link to Survey Monkey. It is planned that the survey will be out to members in February. Some suggestions brought forward were to have theme parties such as Valentine's Day, St. Patrick's Day, a casino night, etc.

Trail Ride Committee – Terry

Terry reported that attendance at the trail rides has been low as well and will submit survey questions to address the potential reasons. Board members who ride indicated that group rides are not necessarily appealing to them, although in the past attendance at some rides has been extremely high. The following is a preliminary schedule for the spring season:

January 17 – Marcus Landslide Trail, Tom's Thumb Trailhead

February TBD – Cholla Mountain Trail, Brown's Ranch Trailhead (may move to March)

March TBD – TBD

April 12 – Arizona Cowboy College with rental horses and lunch included

Promotional Items

Jean reported selling 35 decals at the Craft Bazaar and then sent another 20 out by mail.

RVHA Website Update/Refresh

Carmela is waiting for photos. Frank will come to the February meeting to explain new options that are available to make the website more current and efficient and that allows for better viewing on mobile devices. Carmela will remind Frank about attendance. A shopping cart feature has been added to allow the purchase of decals online.

New Business

Dinner Dance Donations & Charities

Terry provided a report and history comparison for the donations. The donation list was reviewed to discuss the financial status of the suggested charities and how RVHA should prioritize the gifts. The list decided upon for 2015 is as follows:

- Four Peaks Animal Rescue
- Reigning Grace
- AERO
- Verde Cares
- Foothills Food Bank

The Foothills Food Bank also benefits from donations other than monetary at various food drives throughout the year.

The Board invited Terry to bring information on the McDowell Sonoran Conservancy to consider adding a regular or one-time donation to the organization at the next meeting. A motion was made to donate \$350 each to the five charities listed above. There was one vote not in favor, with the majority in favor of donating from income received at the Fall Dinner Dance. Judy will prepare the donations.

Faux Water Tower/Cell Phone Tower

There is a meeting on January 10 with an attorney representing Verizon at the proposed location of the tower. A meeting with the County Supervisors will follow. Those interested in this situation are urged to express their thoughts to the County and attend the meetings.

Evacuation Plan

The Arizona Horse Council worked on a draft for Maricopa County. Jean is still planning to meet with Soleil on clarification of the draft then decide on the next steps.

Election Committee

The formation of the Election Committee will be discussed at the February meeting. Carmela, Lori, Marjorie and Mo are all up for re-election this spring.

Motion to Adjourn

A motion to adjourn was made at 8:22 p.m. and seconded.

Next Meeting

The next Board of Directors meeting is Wednesday, February 4. Social at 6:30pm and meeting begins at 7:00pm. The location will be Bridwell Equestrian Center/Arizona Cowboy College unless otherwise noted. Refreshments will be provided by Terry.

Submitted by
Jenny Powers, Secretary