

Rio Verde Horsemen's Association

Board of Directors' Meeting

June 6, 2017

Attendees: Terry Stecyk, Carmela Lizzo, Mo Wachman, Jenny Powers, Lori Bridwell, Mike Oster

Absent: None

Committees: None other than Board members

Guest(s): Kim and Lee Edwards

Reports:

Minutes – Jenny

Jenny thanked Lori for taking notes during the April 4 meeting. Jenny formatted the notes into the minutes template and distributed the April 4, April 30 (General Membership Meeting), and May 2 Board meeting minutes to the Board of Directors via email. There were minor edits, which were made prior to today's meeting. A motion was made to approve the three sets of minutes and seconded. Updated copies were provided to Terry for the RVHA website.

Treasurer's Report - Mo

Mo said there was a question regarding the terminology used for advertising online and for newsletters. The terms are a carryover from past practices, but can be adjusted to better reflect the current advertising options. Mo researched a \$5 amount that was a payment error originating in 2009 and will make an adjustment to delete the reference. Mo will move the petty cash funds into the savings account. The petty cash account was originally used for making change from the sales of novelty items such as hats and t-shirts at events. Mo is open to suggestions from others on any adjustments or clarifications needed for the P&L reports. Motion to accept the report, seconded and passed without discussion.

Membership – Mo

Currently there are 472 members with 48 new for 2017.

Social Media- Terry

There are 821 "likes" on Facebook. There were 60 views in the past week, 115 viewers engaged in the site and 912 weekly read/share actions.

Area Awareness - Mike

Mike has sent news items for eblasts as information becomes available relative to the community. He has also created a series for the newsletter to highlight topics each quarter.

A permit has been issued to Scottsdale National Golf Club to erect a gate house at the entrance on Rio Verde Drive. A permit was also issued for construction of a large sign within the Scenic Corridor.

The Talon Ranch project between 117th St and 118th St on the south side of Rio Verde Drive will be underway with 33 homes planned. Prices begin at \$1 million and will be valued at over \$2 million when home value is included. A permit has been issued for a family-owned five-acre property on the south side of Rio Verde Drive. It is expected that Reata Ranch project, also on the south side, will be re-plotted.

An impact study revealed that by 2020 Rio Verde Drive will not be able to accommodate the increased traffic. Rio Verde Drive may be expanded to four lanes at some point, but currently there is no plan in place.

Lee Edwards volunteered to assist on the Area Awareness Committee and Mike and Lee exchanged contact information to meet off line on committee business.

Member Engagement – Terry

Terry is working on a discount program to benefit RVHA members to launch with 2018 member renewal activity. This committee will be further defined following the summer break.

Social Committee

End of Summer Event – September 30 – Lorill Equestrian Center

The event is planned for 6:30pm – 9:30pm and will include a pot luck dinner and the American Traditions band. Mo will send a “save the date” notice to RVHA members.

Fall Picnic – mid-October

A discussion on the format and location for a picnic took place. Terry researched Box Bar and the cost is prohibitive as well as not being available the balance of 2017 due to facility improvement construction. Southwest Wildlife is the favored venue for a family oriented event.

Other Potential Events

Mounted Archery demonstration in conjunction with another type of event at the same venue, possibly with a polo demonstration.

Gardening Tips seminar or clinic in early September to prepare for growing season. Could be held on a weeknight evening. Carmela will research Rio Verde Organic Gardening. Karsten’s Ace Hardware is potential venue. Lori will coordinate with Ace Hardware. Terry will post on Facebook page to assess interest.

Christmas Lights Tour – begin promotion in mid-October for early December event.

Website Advertising

Mo will follow-up with advertisers to request renewals for the balance of 2017. A discussion of creating a website benefit for advertisers on a monthly basis took place. Mo and Terry will look into what could be offered.

Quarterly Newsletter

Terry reached out to AERO, Southwest Wildlife, Liberty Wildlife, the Fire Department and others to solicit articles. She received an overwhelming response and the upcoming edition of the newsletter will be full of interesting articles and member stories.

Welcome Postcards

Bonnie sent 25 postcards during March and April. May postcards were sent the last week of the month.

Roadside Clean-up

The next event will be Saturday, June 10 at 8:00am.

Old Business

RVHA Website Update

Terry would like to update and refresh the site with new photos for the banner on the home page. A notice will be sent asking members to submit photos for website. Mike has a contact with Photoshop skills he is willing to approach if such skills are needed for an RVHA project.

New Business

Board of Directors Meeting Schedule

The Board decided to maintain the first Tuesday of the month as the date for future BOD meetings. A refreshment sign-up sheet for 2017-2018 was circulated.

Email Notice

It was suggested that a teaser from items noted in the minutes be sent to members to encourage engagement and raise awareness of what is discussed in the meetings and to help keep members informed. A list was compiled and Mo will send as appropriate.

Next Meeting

The Board of Directors will meet on Tuesday, September 5 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 7:30pm.

Submitted by:

Jenny Powers, Secretary