

# Rio Verde Horsemen's Association

## Board of Directors' Meeting

June 1, 2016

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

**Absent:** Mike Foti

**Guests:** None

### President's Comments

Marjorie requested that all Board of Directors members reply to the meeting invitation each month to ensure that quorum is achieved and the meetings can take place. The practice of sending a notification to the general membership to facilitate guest attendance will resume per the Bylaws.

### Reports

#### **Minutes – Jenny/Marjorie**

The minutes from the May meeting were taken by Marjorie as Jenny was absent due to a work commitment. The minutes were distributed by email and minor corrections noted. A motion was made to approve the minutes as corrected and seconded.

#### **Treasurer's Report – Judy**

Judy distributed the report during the meeting. Mike F. had asked earlier if dates could be included. Judy explained that the report system is able to do that on a one month format, but not for comparisons. It was noted that there has not been much financial activity the past month.

Judy questioned a payment by San Carlos Institute/Art & Design. This item was a non-member advertising payment. A new member dues payment was received with no last name. Mo provided the name for Judy's records, Mike Minarsich, a past member with lapses in membership. A motion was made to accept the Treasurer's report, seconded, approved with no comments.

#### **Membership Report - Mo**

Total memberships as of 6/1/16 were 507. Year-to-date there are 23 new members, 31 lifetime members, and 110 with multiple year memberships.

#### **Facebook Report - Terry**

Terry reported that there are now 681 "likes." People are posting information, mostly lost dogs.

### Old Business

#### **Rattlesnake Avoidance Training – Saturday, June 25**

Information on Willow's class was re-sent to all those who were previously interested. Once the responses are received, Terry will send Mo an announcement to membership for registrations. The tentative location is Lorill Equestrian Center.

### **Cactus Rescue/Adoption Plan - Terry**

Terry reported that due to time schedules and the County deadlines, Trilogy officials indicated that cactus could not be salvaged as originally promised. Trilogy apparently destroyed them, which was disappointing to the Board and especially Terry who had worked hard on making arrangements. Terry was invited to a roundtable discussion on Trilogy by Annie Hodgkins, who reported Trilogy representatives have a reputation for promising one thing, but doing another.

### **Email Version of Newsletter – Terry/Mo**

Several local organizations such as Reigning Grace and Four Peaks Animal Rescue (4PAR) were contacted for feedback on how their newsletters were prepared. Reigning Grace previously used MailChimp, but now uses InDesign for a better appearance and ability to print. 4PAR uses Publisher, which is part of Microsoft Office Suite.

Terry will write a notice for Mo to ask for a volunteer to work as designer/production coordinator for a small quarterly newsletter on a trial basis.

### **Rio Verde Foothills Resource Center - Mo**

Mo and Mike reviewed the website for this initiative in lieu of contacting Carol Shuler. The site is a good resource in that existing information in a variety of websites is now accessible through the site's listing links. Mo and Mike O. Feel the site is useful. Mike is currently reading the Water Plan information.

The BOD discussed revisiting the County Area Plan to survey members and gather information to interface with the County. Mike O. will take the first step by having indicated on the website, an interest in the current Area Plan Group headed by Carol Shuler. He is awaiting a reply. Regardless of the response, if any, Mike offered to gather information and then assess the next steps and report back to the BOD. In addition, if a response is received from the Resource Center, Mike will report his findings. The BOD agreed that there is a need to take ownership of the interface with the County and not assume that the Resource Center group best represents the interests of our members.

The motion was made for Mike to complete his review and then meet with the County contact (Mo will provide the contact information from the water section update of the Area Plan) as a place to begin. Mike will work closely with Marjorie on this effort and Marjorie will be involved in the County interaction. The motion was seconded and approved without comment.

### **Welcome Committee - Marjorie**

Marjorie reviewed the history of the Welcome Committee. A status report was not received from Claudia before she left the BOD. The Board felt the concept is good, but the execution was lacking. More structure is needed to track distribution and follow-up with new residents. Bonnie Burke was suggested as a potential coordinator for this project. Carmela offered to explain the concept and ask Bonnie if she is open to involvement and for suggestions on the program. The postcard would include [info@RVHA.us](mailto:info@RVHA.us) and the website and the card signature would be personalized with Bonnie as Committee Chair. It was suggested that a free or discounted membership for the first year be offered to new residents as a

promotional opportunity to realtors in the area. Mo, Terry and Marjorie will serve on the Welcome Committee with Bonnie or whoever agrees to become the new chair.

### **Website Advertisers**

We need to be actively pursuing an advertising plan to utilize the balance of the ad payments remaining from the discontinued *Round-up* printed newsletter. It is necessary to maintain the continuity of branding with the website, newsletter design and future advertising plans. All advertisers would pay the same amount. There would be clickable links to advertiser and link back to RVHA.

Meanwhile Terry will incorporate into the classified ads those advertisers with a balance in their advertising account. Mike suggested sending interim messages to advertisers to bring them up-to-date and maintain the relationships for future business. It was suggested Terry contact advertisers that are being fulfilled through the classified ad system and let them know that a new, exciting advertising plan is in development.

### **Desert Discovery Center**

Although there is a general consensus that the Desert Discovery Center would benefit the area economically and through educational programs, there is controversy attached to the City of Scottsdale's proposed scope and to commercialization of the McDowell Sonoran Preserve. Jenny provided copies of position statements from both the McDowell Sonoran Conservancy and the City of Scottsdale detailing the current status. Members of the BOD are encouraged to become informed and form one's own opinions. The Rio Verde Foothills Bulletin Board may contain misinformation and inflammatory editorial that is not conducive to the consensus-building process and BOD members may want to provide accurate comments if appropriate to do so.

### **New Business**

#### **Meeting Refreshment Sign-up**

Marjorie distributed the sign-up sheet to commit to refreshments for the 2016-2017 BOD meetings.

#### **Social Committee – Carmela**

#### ***End of Summer Pot Luck Dinner – September 24***

Terry is researching table covers and will order rolls of red and blue for on-going use at events. Lorill Equestrian Center offered the venue. The event will include a band. Steve Glick is a consideration if he will match the American Traditions price of \$350.

Preparation and promotion will be developed by the Social Committee.

#### ***Charitable Donations***

Currently there is insufficient income to donate to our chosen organizations. Lacking the advertising income from the newsletter and from past events such as the dinner/dance raffles, we must put donations on hold temporarily. Terry strongly suggested RVHA have a presence in the support of the MSC and Preserve at the Caretaker's Level (\$250) since our members benefit greatly from the Preserve

at no charge. We should also consider a donation to McDowell Mountain Regional Park, which has been a good neighbor of our community.

The budget for the remainder of the year was discussed since no additional income will be coming until the memberships are renewed.

Tax credits were discussed as an excellent way to direct tax dollars to charities at no cost to RVHA.

Mike offered to host a fundraising event to raise funds for charitable donations. The offer is appreciated and will be discussed at a future meeting when the summer hiatus ends. It was thought that the Christmas season may be a good vehicle for this event. Due to the non-profit status of RVHA the donations would need to be targeted directly to selected organizations, which requires carefully planning and promotion of the event. December 3 was suggested as a potential target date.

In the past the silent auctions generated sufficient funds to allow generous charitable contributions. The BOD discussed the potential of holding a fall dinner dance with an auction or a spring dinner dance at the fire station to include a silent auction. The auctions entail a considerable commitment of time and effort and would necessitate a strong volunteer presence to coordinate this type of event.

#### ***Upcoming Events for 2016***

- End of Summer Pot Luck with Band – September 24
- Chili Cook-off – October
- Holiday Bazaar – early November (before Thanksgiving)
- Fundraiser – December 3

#### **Trail Ride Committee**

Due to Terry's involvement in many areas, she asked Jenny to assume responsibility for the Trail Ride Committee with the start of the Fall riding season. Jenny will work with Lori and others on rides with rental horse availability. Also planned are small, more technical rides offered to new locations such as Camp Creek and the Preserve trailheads. Terry will assist on the committee and will work to recruit friends to help. Anyone interested in volunteering, please let Jenny know.

#### **Fire Danger**

Mo will repost previous information from Rural Metro regarding the fire danger during the summer months in general and specifically surrounding the Fourth of July holiday and the use of fireworks.

#### **Next Meeting**

The next BOD meeting will be at Lorill Equestrian Center on Wednesday, September 7. Judy will provide refreshments for the September meeting. A meeting notice will be sent each month along with a reminder to the Board member responsible for refreshments. Everyone have a safe and enjoyable summer!

#### **Motion to Adjourn**

A motion to adjourn was made at 8:45pm and seconded.

Submitted by

Jenny Powers, Secretary