

Rio Verde Horsemen's Association

Board of Directors' Meeting

November 4, 2015

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

Absent: None

Guests: None

Reports

Minutes – Jenny

The minutes from the October meeting were distributed via email and minor edits were made and then re-distributed. A motion was made to accept the minutes as revised, seconded, passed without comment.

Treasurer's Report – Judy

Judy requested clarification on the forms and online regarding the reduction in membership fees during the last half of the calendar year. She requested text be added to explain that the half price offer is good July 1 through December 31. This information should also be included on the application form. Mo will revise the 2016 application to reflect the half-year timeframe. A motion was made to accept the Treasurer's report, seconded, approved with no comments.

Membership Report - Mo

As of this date there are 611 members. There were two new members since the October meeting.

Facebook Report - Terry

There are currently 570 "likes" on the site. The Board agreed that Terry is doing a great job maintaining the site and providing useful and interesting information. Good job!

Promotional Items

Jenny sold one decal at the Trilogy Open House event.

Old Business

Social Committee – Carmela

- **CCW Class – Loma Vista – October 24**
17 people participated in the class. Most attendees took advantage of the finger printing opportunity onsite. The class was an overall success.
- **Chili Cook-off – Arizona Cowboy College – November 15**
As of the date of the Board meeting there were 4-5 entries of chili. There was a significant response to the initial email inquiry to assess interest, but a subsequent low response to the actual promotion. Mo will send a reminder on November 5. So far approximately 15 attendees are confirmed.

- **Holiday Bazaar – Loma Vista Ranch -- December 5, 10:00am to 2:00pm**
A flyer is in development for promotion of the bazaar. Members can sell at no charge. Non-members pay \$25, which includes a space plus one year membership in RVHA. Carmela is researching options for a food truck. Rural Metro truck is confirmed.
- **Christmas Party – Marjorie’s house – December 13**
Marjorie will issue a “save the date” email and request RSVPs, then follow-up with more details as number of attendees is determined.
- **Christmas Lights Tour – December 19**
There is a 3-hour minimum on bus reservation. The Board discussed various size options. The AZ Central map of lights for tour will be published November 15. Lori will plan the route for the bus company. Cookies and hot chocolate will be available on the bus. Price will depend on the size required, which is dependent upon reservations. Estimated cost is \$10 to \$15 per person. Price for children not yet determined. Mo will prepare a flyer for promotion. It was suggested that we utilize the parking lot southwest of Scottsdale Livestock at Alma School.

Member Survey

The analysis of the write-in comments was distributed in advance to the Board members and the results were briefly discussed. Items noted that could be incorporated into various clinics and social events will be addressed by the committee chairs involved. An article will be prepared for the last issued of *Round-up* and copied to Mo. Editorial comments will be omitted.

Trilogy Open House

The management of the development indicated an interest in desert education for residents from local organizations. There is interest in developing good relationships with the neighbors. The property will have bike rentals and a central maintenance area for bicycles. The community is not age-restricted, but location and model home layouts are not necessarily family-oriented. Terry, Judy and Jenny reported light turnout for the event but a very cooperative attitude from the development employees.

Newsletter

The final deadline for articles is November 10. Amy encouraged everyone to submit articles for the final edition. Mo will email current advertisers about future plans. Mo and Marjorie will meet with Frank about advertising opportunities and links on the website. The options available are very impressive. More information will be provided in the newsletter and by email.

It was suggested that the eblasts include a hyperlink to the website.

It was also suggested that Google Analytics or similar programs be used to support viability of advertising on the website and could be used to convince advertisers to participate.

New Business

Spring Dinner Dance

Big Sky is still an option, but Claudia has not been in contact with property owners. Checker XII is under new ownership and the new owners are not residents. It has been difficult to get in touch with them, but Mo will keep trying. This event will be revisited in January.

February Event

The Board discussed holding a pancake breakfast or happy hour event at Rural Metro in February. Carmela will explore options.

Trail Ride

Arizona Cowboy College is advertising a New Year's Day ride event that is not a sponsored RVHA event, but everyone is welcome.

Lori offered to provide some rental horses for off-site trail rides if a ride is scheduled at Brown's Ranch, Fraesfield or Granite Mountain. Terry and Jenny will see what dates work for Lori and to avoid other events at the selected trailhead. Terry will also get pricing from Lori for the MSC trail rides.

City of Scottsdale – Trailhead Improvement Planning

The City of Scottsdale will be soliciting community feedback on future improvements to the Fraesfield, Granite Mountain and Tom's Thumb trailheads. The City has asked RVHA to help promote future meetings or open houses on the subject and also offered to attend an RVHA event or Board meeting to provide information. It was suggested that the City be invited to the Craft Bazaar and could set up signs and have a staff member to explain plans. Carmela will contact Scott Hamilton to make arrangement for the Bazaar.

Suggested RVHA Activities

- **Team sorting** – Jenny will check with Lost Cowboy Ranch for dates to hold a clinic after the holidays. Probably late January or in February.
- **Equine Defense** – Terry will coordinate dates with Lori, who offered the use of Arizona Cowboy College and the Scottsdale Mountain Police staff on hosting a clinic to provide instruction on how to defend and protect oneself from encounters with potentially dangerous individuals on the trails or at the trailhead. Terry will find out if there is a limit on participation and if a wider audience is needed Jenny will reach out to contacts at Cave Creek Saddle Club to assess interest.
- **Volunteer project with National Forest Service** – Jenny will provide contact information to Carmela from contact at Trilogy Open House. Jenny will also contact the individual.

Motion to Adjourn

A motion to adjourn was made at 8:30pm and seconded.

Next Meeting

The next Board of Directors meeting will be replaced by the Board and volunteers' Christmas Party. There will be no official Board meeting in December.

Submitted by

Jenny Powers, Secretary