

Rio Verde Horsemen's Association

Board of Directors' Meeting

September 14, 2016

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

Absent: Mike Oster

Guests: Randy and Lisa Goettsche

President's Comments

Marjorie introduced Lisa as our new electronic newsletter editor. We appreciate Lisa volunteering for this important role in providing communication to our members.

Reports

Minutes – Jenny

The minutes from the June 1 meeting were distributed via email shortly after the meeting. A motion was made to approve the minutes and seconded.

Treasurer's Report – Judy

Judy distributed the report via email. There was a question on the mention of the potluck event, but that information was from the last potluck event not the event to take place later this month. A discussion took place on when the insurance payment is due and an explanation that the additional insured certificates are due to expire in two days and have not been renewed.

A request was made to place all of the advertising listed under "website advertising" instead of mixing advertising by type for the newsletter only. The information can be separated as noted for invoicing. The Board approved Judy's suggestion.

Membership Report - Mo

Total membership as of 9/14/16 is 520, with 36 new for 2016. There are 64 associate members and five new members in the last two weeks.

A discussion followed regarding the clarification of payment on Paypal for the member's guest for the potluck event. There was concern that members would think they had to pay for themselves. Judy will arrange for this edit.

Facebook Report - Terry

Terry reported that there are now 727 "likes" up from 681 on the last report. Terry asked that a non-administrative person check the page "sign-up" button to confirm that it links to the RVHA website to join as a member. This was tested during the meeting and it works. The "sign-up" button name cannot be changed on Facebook.

Old Business

Welcome Committee - Marjorie

Bonnie Burke is sending postcards quarterly. Three couples joined as a result of this effort. We are pleased that Bonnie agreed to assist and for the contribution this effort is making.

Newsletter – Marjorie

Lisa will compile the information on the electronic newsletter. It was suggested the newsletter color scheme be changed to reflect the seasons with each publication. A suggestion was made to reorder the information. Lisa is still waiting on a trail ride article and a Social Committee article.

It was suggested that Bonnie provide an article on information on home and land sales similar to her summary in her newsletter. Carmela will request a summary from Bonnie.

The deadline to submit information for this issue is September 18. Send information directly to Lisa. It was suggested there be a “save the date” box to list upcoming events for which detailed information is not yet available. The Board would like to see more photos or graphics to break up text and add interest.

Website Advertising – Mo/Marjorie

Notices were sent to all former newsletter advertisers. So far only four have responded. Previously there were 35 advertisers in the print version. Mo cautioned not to worry about this as the concept is new. Perhaps personal outreach to the previous advertisers would be more effective than a notice.

Area Plan – Marjorie for Mike O.

Marjorie provided a summary prepared by Mike on the August meeting with the Maricopa County Planning and Development team regarding the 2017 Area Plan Update for Rio Verde Foothills. The water element final draft is complete. There will be two meetings for approval of the draft. There are no plans to work on the balance of the plan for now. The County is focusing on New River at this time.

Social Committee - Carmela

End of Summer Potluck – September 24

There are 40 registered for the event so far. Carmela and Mo will work together on the sign-in list. Logistics and set-up were reviewed. Additional lighting is planned. Mo will supply plates and utensils. Carmela and Jenny volunteered to work at registration desk.

Chili Cook-off – October 29

The event will have a Halloween theme. Lori will recruit judges for the awards.

Holiday Bazaar – November 20

Carmela will contact Loma Vista. It was suggested that holding the bazaar prior to Thanksgiving would allow for holiday shopping. Judy, Marjorie, and Terry will help.

Fundraiser

This concept requires more consideration by the Board and the decision was made to table discussion until Mike O. is available. It was suggested a "Tax Relief Donation" party theme would allow donations to organizations using tax credits.

Trail Ride Committee – Jenny/Terry

Terry reached out to Cave Creek Outfitters about working with RVHA on future trail rides and events. Terry learned that the owners work with foster children and she suggested he write an article for the RVHA newsletter about his involvement. Terry focused on community involvement and support in an effort to obtain realistic pricing for rental horses and other potential amenities.

Jenny will also talk with Lori on potential dates for a large group ride with rental horses offered. This ride would take place after the holidays.

Jenny has talked with Susan Bowers and she is open to holding a team sorting clinic at Lost Cowboy Ranch. Jenny will follow-up with Susan to select some dates. If additional registrations are required to meet a minimum (usually 10), Jenny will offer the opportunity to Cave Creek Saddle Club as a joint venture.

Jenny suggested the concept of small adventure rides to new locations. Rides would offer new trails and somewhat challenging terrain with detailed descriptions to set expectations of riders. Suggested locations are Camp Creek, McDowell Sonoran Preserve and Log Corral Canyon. This concept will be introduced in the late fall and through the winter. Lori offered to trailer a few horses to the trailheads if there is an interest. Jenny has been assisting Lost Cowboy Ranch with their horse motel guests and would offer the same type of ride for RVHA members. The concept is not a "dude ride" experience.

A small group ride is being offered as a Moonlight Ride during the full moon on October 15. Notice will be placed in the RVHA electronic newsletter and a separate email flyer will be distributed after the newsletter comes out.

Terry indicated her friend, Joyce BergHansen agreed to join the Trail Ride Committee and she and Terry will manage the slower riders on group rides to ensure everyone has a good experience.

New Business

Classified Advertising - Terry

Terry is willing to continue to provide this service. It was suggested that businesses that advertise must also purchase a website ad to make the effort worthwhile for RVHA. The Board voted to allow Terry to use her best judgement to accept non-member advertising and business ads without a \$5 second ad discount. Terry will develop the criteria as a "work in progress."

Roadside Clean-up - Marjorie

Bonnie Burke will sponsor refreshments for the October 8 event providing coffee and donuts. She will be permitted signage and possibly flyers to promote her business in exchange for sponsorship.

Hauled Water Issue - Carmela

A meeting was held last month with a panel of a few people such as Bill Bailey and Carol Schuler with presentations. The City of Scottsdale indicated surprise at the water usage, but since they have meters and are being paid for the water it is unlikely they actually weren't aware of the situation.

ADWR has been receptive to meeting with the principals and determine the next steps. There have been good conversations with the County, City of Scottsdale and ADWR. The community group would like to go forward without community discussion or threats that are part of the social media experience. The community group is also mindful of government entities where outsiders may not be aware.

BLM Mustang Issue - Marjorie

It was suggested that inquiries be directed to a resource such as the Salt River Wild Horse Management Group, which is well established and well respected.

Community/Area Awareness Committee

Mike O. would like to work on this initiative and explore the possibilities. The President appointed Mike and the board voted on a motion to form the committee with Mike O. as chair.

McDowell Sonoran Conservancy/Preserve – Jenny

Jenny provided a status update of the work accomplished by the Phase 3 Focus Group on trail development organized by the City of Scottsdale for the Preserve. The trail plan applies to land expected to be acquired at auction on September 21. The land is located NE of Pima Rd and Dynamite Boulevard and plans include a new trail head near this intersection. Open houses are planned after the acquisition is final.

Meeting Schedule Change

In order to accommodate another commitment, Judy asked if the Board would consider changing the monthly meeting from the first Wednesday of the month to the first Tuesday. The Board members agreed to this change and will revisit the schedule in the spring if changes are needed.

Next Meeting

The next BOD meeting will be at Lorill Equestrian Center on **Tuesday, October 4**. Jenny will provide refreshments for the October meeting. A meeting notice will be sent each month along with a reminder to the Board member responsible for refreshments. Additionally, the membership will be notified of the date and time of each meeting.

Motion to Adjourn

A motion to adjourn was made at 8:49pm and seconded.

Submitted by
Jenny Powers, Secretary