

Rio Verde Horsemen's Association
Board of Directors' Meeting
January 3, 2013

Attendees: Mo Wachman, Lori Bridwell, Marjorie Porter, Claudia Jordan, Jenny Powers, Dan Cohorst, Terry Stecyk
Absent: Ray Wallage, Judy Riley
Committees: None
Guests: None

Call to Order: 7:00 pm

Minutes – November 7, 2012

- A motion was made to accept the November 7 minutes. Seconded and approved.

Reports

- **Treasurer's Report**

Mo distributed the December report in Judy's absence. The group reviewed the report and did not have any significant questions. A motion was made to accept the report. Seconded and approved.

- **Membership**

Current total is 283 – which is high for the beginning of the new year. There are 12 new members for 2013 and there are a total of 89 three-year memberships expiring at different times. There are 12 lifetime members. The application has been updated and renewal reminders for 2013 were sent via email.

- **Social Committee**

Holiday Bazaar –The Board discussed what worked well and what may need to be changed before the next event. There was some confusion with non-members responding to roadside signs directing them to the event. A better plan will be developed to manage payments for lunch for non-members. A suggestion was made to distribute wrist bands to members to identify them and then those without bands would be non-members and pay for lunch. The committee will address this and other enhancements as the next event is planned. The next event will include more outreach to Vista Verde, Rio Verde and Tonto Verde to increase traffic to the event. Working with the "Verdes" may result in a lower rental cost for the Box Bar Ranch venue. Another suggestion was to expand and promote the event as "Cowboy Christmas" as used by other, larger events. Expansion of promotional area to Cave Creek and Carefree would result in higher attendance. The Cowboy Christmas theme was well received by the Board. Overall this was an extremely successful first bazaar event.

Trail Ride – January 13 at Cave Creek Outfitters – brunch to follow. So far there are not many reservations, but it is early and additional promotions will be sent.

Chili Cook-off – January 27 at Arizona Cowboy College. Promotions will be sent via the email system. Lori will recruit the judges.

Yard Sale – March at Greasewood Flat. There was discussion regarding the option of using Reata Pass parking lot (restaurant will not be open) or Greasewood lot. If Greasewood will allow use of the south lot (large and along entry driveway) rather than the lot behind the church, then that area is preferred. It is visible to patrons at Greasewood potentially increasing traffic and the layout is easier to navigate. Signage on the main road will also encourage traffic. It was felt that promoting Greasewood was important. Carmela will reserve the space and arrange for lunch and the layout of spaces.

Old Business

- Facebook -- Terry
Terry reported that there are 112 “likes” on the Facebook page. There has been an increase in activity to the page when posting photos creates interest. Claudia suggested rotating photos on the primary page to generate more interest and refresh content frequently.
- Welcome Committee – Claudia
Claudia suspended visits due to the holidays, but will resume in January. She reports it is difficult to find people at home no matter which day of the week is involved. A discussion followed about tracking the success of this effort and it was decided that Claudia will provide a list of the last name and street of each visit and if the visit results in a new membership Marjorie can track results.

New Business

- 15th Anniversary – This subject will be kept on the agenda as a reminder, but more time will be spent on it as the celebration gets closer.
- Newsletter – It was suggested the RVHA identity should have greater emphasis on the cover of the newsletter. The latest issue was used as an example and suggestions for improving visibility, placement and recognition of the organization name were made. Additionally, it was decided that a tagline “Promoting our rural lifestyle” be used to avoid the impression that only horse owners are served by the association. Attention to these suggestions will be given to the next issue of the newsletter.
- Election Process – Email was used last year to recruit candidates. Printed and mailed ballots were used for actual voting and included return envelopes. One suggestion for this year is to follow AHC’s example and send an email with a downloadable ballot. Members print the ballot, complete it and send it back to address on the form. This requires effort on the members to actually mail the ballots. Another option is to email a fill-in form with email return and an option to complete, print and mail the form. Jenny will provide a sample of the Survey Monkey election template to Mo for review. Contact information could be required to prevent multiple submissions from one member. Jenny volunteered to work on a Word fill-in form if that is the preferred method. The Bylaws state the Election Committee must be formed 60 days in advance of the election so this must occur in February. It was decided to determine the election

date (dependent upon arrangements for Election Lunch) and work backwards from there to set timeline

- Notecards – Terry provided samples of notecards that have been donated to RVHA. She has also found envelopes to purchase for the cards. Terry offered to create “gift packs” of cards and envelopes tied with raffia. These would be used as sale items at the yard sale and other events. Approval was given to Terry to purchase the necessary envelopes.
- Off Road Vehicle Traffic – Due to closure of some areas of the Sonoran Preserve as Scottsdale prepares to prohibit off road traffic, there is an increase in the use of the Tonto National Forest. Fences are being cut and in one case dirt has been used to create a ramp over an equestrian step-over in the parking area on 144th Street. Contact has been made with the Forest Service, which resulted in closing the access gate at 144th St and Hawk Nest. However, damage to the trails, fences and desert continues from other access points. The number for Tammy Pike, Cave Creek Ranger District, Tonto Forest (west of 144th Street, north of Lone Mountain Road), was provided to allow Board members to express concerns and report damage. The number for the Sonoran Preserve (east of 136th Street), which is managed by the City of Scottsdale, is 602-876-1011 for the non-emergency Sheriff’s Department contact.
- Vandalism – A number of recent incidents of vandalism have been reported. Although usually difficult to solve, members are encouraged to report incidents to the Sheriff’s Office to have details on record. It is thought that in most cases kids are involved or people with knowledge of the victims’ patterns and an awareness of routines.

Miscellaneous

- Terry requested switching refreshment responsibility to accommodate her vacation schedule resulting in the February and March assignments being switched. The meeting was adjourned at 8:25 pm.
- Board members are reminded that the Bylaws state that three consecutive unexcused absences from Board meetings could result in removal from the Board. Board members are encouraged to call prior to the meeting and tell Mo when unable to attend. If unable to attend a meeting for which the member has the refreshment assignment, the assignment should be switched with another Board member by previous agreement.

Next meeting: Wednesday, February 6, Arizona Cowboy College – Refreshments and social at 6:30pm, meeting begins at 7:00pm. All members welcome to attend.

Submitted by:

Jenny Powers

RVHA Board of Directors, Secretary