

NATRC National BOD Minutes November 11-12, 2016, Kansas City, MO

CALL TO ORDER by Kim Cowart, 7:19 p.m., November 11, 2016.

ROLL CALL. Jamie Dieterich, Angie Meroshnekoff, Mary Jo Malone, Bob Insko, John Horne, Kay Gunckel, Alice Perryman, Gayle Muench, Kim Cowart, Lori Rand, Shari Parys and Marla Stucky. Sarah Rinne, Executive Administrator. Beni DeMattei, R2 Alternate. Ruth Mesimer, R6, guest.

MINUTES. July 16, 2016. **Meroshnekoff moved to accept the minutes as recorded, Parys seconded. Motion approved.**

PRESIDENT'S REPORT. Cowart's last meeting on BOD. Dieterich stated he will still be ex-officio and can attend. Due to many changes in the organization recently, continuity with his attendance would be beneficial. Cowart announced election results. Jamie Dieterich, R1, and Mary Jo Malone, R2, were re-elected. William (Bill) Moore, R5, and Mary Hanson, R6, were elected as new directors. Chuck Smith, R3, was re-elected as Alternate Director. Marla Stucky remains Alternate for R6. Elections were not completed for R4 Alternate. Ruth Mesimer brought to the attention of Cowart and Rinne that Beni DeMattei's appointment as Alternate for R2 was never voted on and formally appointed in November 2015. **DeMattei's previous appointment as Alternate confirmed. Motion by Horne, seconded by Stucky to approve the election of directors. Motion approved.**

EXECUTIVE ADMINISTRATOR'S REPORT. Discussed membership and the question as to the continuance of the free memberships for 2017. Reviewed membership numbers including 2016 free members, renewed members and lifetime members. Rinne attended the Coalition of State Councils Conference in Kansas City on behalf of NATRC.

Recommendation of board to change title from Executive Administrator to Executive Director. **Motion by Horne, seconded by Muench to change the title from Executive Administrator to Executive Director pursuant by the most expedient and legal process possible. Motion approved.**

Meeting adjourned at 9:00 p.m. by Cowart.

CALL TO ORDER by Cowart, 8:02 a.m., November 12, 2016

SECRETARY/TREASURER'S REPORT. Malone made comparison from 2016 to 2015. Income: Membership is down 17% compared to the first 10 months last year. Lower fees collected from rides, the lowest it has been. Sponsorship is higher. Total income is down 2%, consistent with the 4-year trend. Expenses: Dues to the regions down 28%. Ride costs are down 13%. Drug testing down \$4,000; not all invoices are in. Awards \$3,000 higher than 2015 due to adding CP National Championships. Staff expenses were up due to paying two Executive Administrator salaries and rent during transition from DiNatale to Rinne. Budget: Membership is under budget by \$4,200 for this time of year – need \$12,000 to meet budget. Sponsorships are over budget. Ride income is under budget. Marketing, spent \$4,300 of \$20,000 budgeted. Convention expense was over budget for the year by \$2,500 (awards). Total expenses \$20,000 below what was budgeted.

Motion by Rand, seconded by Meroshnekoff to continue to offer the free membership to new members for 2017. Horne opposed. Motion approved.

Meroshnekoff discussed need for continuing education for veterinary judges. Greg Fellers suggested NATRC provide a limited "scholarship" for vet judges to attend the AERC convention continuing education training. Vet judges would have to apply. NATRC to subsidize registration fees only. Cost was \$175 this year. **Motion by Dieterich, seconded by Meroshnekoff to fund the AERC CEU at convention up to one vet judge per region for 2017. First to apply for each region that judged a ride in 2016 gets the opportunity. Motion approved.**

BY-LAWS & RULES. Meroshnekoff. See Rules Report.

POLICY & PROCEDURE. Dieterich. Internet Media and Breed Liaison job descriptions being added. Bev Roberts is formatting. Dieterich will email out.

PROTEST. Meroshnekoff. No protests.

PLANNED & CHARITABLE GIVING. Cowart. We may have not been proactive enough with our members in this area. It's not about hard selling; it's about leaving a legacy. Any given organization has various charitable or estate planning options.

SANCTION REPORT. Patsy Conner, report filed. Noted a few issues including still not getting maps for all rides. Late progress reports have been problematic. Electronic forms are great if used appropriately. New sanction forms allow for Saturday and Sunday B rides.

CLINIC SANCTION. Linda Clayton. No new clinic sanctions received.

MANAGEMENT REPORT. Kim Murphy, report filed. Talked about updating the packet checklist, scorecard instructions and Rules Interpreter report. E-News recently distributed to help ride managers with efficient flow of the ride.

RULES INTERPRETER REPORT. DeMattei reviewed report. Delays in camp and holdups on the trail still big issues.

INSURANCE. Rinne. Roberts will update interactive Equisure fillable form on our website.

SAFETY REPORT. Insko reviewed the accident reports that have been received. Stressed the importance of replacing a helmet that had been worn in an accident.

E-NEWS. Jean Green. Several E-News have gone out on various topics to members, riders, and ride management.

MARKETING. Dieterich/Roberts. Need to specify NATRC in Goodsearch, easy way to make money for NATRC. Horses in the Morning, (Perryman) well received, free publicity. Advertising with BCHA at \$76 per quarterly issue. Display ad running in *The Trail Rider* magazine.

MEDIA. Dieterich. Hoof Print main focus here. Action item is to consider and approve continued contract with Laurie Knuutila as Editor. Dieterich would like someone to take over what she is currently doing with HP. Duties include soliciting, compiling and reviewing submissions for HP. Essentially pre-editing. **Parys made a motion, seconded by Stucky to approve continued contract with Laurie Knuutila as Hoof Print Editor. Motion approved.**

NATIONAL AWARDS. R5. Establishing a team to prepare and set up awards.

SOCIAL MEDIA. Jonni Jewell. No report filed. Social media is very active for NATRC, and Jewell doing a great job moderating the national and group pages.

BUSINESS MODEL AND MEASUREMENTS. Muench. Created a performance scorecard showing changes in average competitor per ride from 2015 to 2016. Fifty-seven rides total which was above national goal. BOD decided to set 2017 goals in February.

HONORARY & APPRECIATION AWARDS. Mesimer. **Motion made by Muench, seconded by Parys to approve all selected award recipients. Motion approved.**

SPONSORSHIP REPORT. Parys. Parys and Smith have contacted over 50 new companies as potential sponsors. Spent a lot of time collecting unpaid sponsorships for 2015. Lost EasyCare, although hopefully not permanently. ICE ID is interested in sponsoring. National Raffle is going well, only 1,000 tickets total. Raffle advertised on social media.

RIDERS & JUNIORS. Meroshnekoff. Biggest thing that has come up is the Juniors "pointing out" of Novice. When the five firsts and 160-point level was set, there were fewer juniors in certain regions, and it was rare that any juniors achieved this point level. R5 has two junior riders that are 12 years old who could possibly point out of Novice mid-season next year. Discussion of adding a Junior CP Class.

SPECIAL GUEST PRESENTATION. Denise Farris – Equine Law. NATRC liability regarding dangerous horses.

VETERINARY DRUG COMMITTEE. Mike Peralez/Jamie Dieterich. Recommended to add Glaucine (cough med with anti-inflammatory properties), bisphosphonates (Tildren and Osphos), bone formation drugs, can affect mineral and electrolyte balances in horses. Also recommended is the addition of Nitrofurazone Ointment. Two treatments recommended for addition are Kinesiology taping and Equivibe. **Perryman made a motion, seconded by Gunckel to approve the recommended additions to the Drug Appendices. Motion approved.**

NATIONAL DRUG TESTING. Gunckel. All six regions tested for the 2016 season.

TRAIL ADVOCACY & GRANTS. Hanson, report filed. Suggests we improve the form/application – had a suggestion for an addition. Trail grant application for \$500 received from Big Hill in Kansas. Trail signs, and horse camp improvement were a part of the proposal, and it would be in conjunction with a federal handshake grant. **Motion made by Stucky, seconded by Parys to approve the trail grant for Big Hill Lake. Motion approved.**

EDUCATION REPORT. Dieterich. Riders Manual is currently on hold. Roberts is working on it. CRI data being compiled now. Looking at overall metabolics, age, and breed to come up with a firmer scoring recommendation. Still a lot of questions and concerns about scoring method and relevance to NATRC.

MEMBERSHIP RECRUITMENT & RETENTION. Nearly 400 new free members. All regions need to work to reach out to these individuals and work to retain them. R5 is sending letters to new free members to encourage them to come back and to attend the national convention since it is in their home region. Each region will have to take charge of their own new members.

JUDGES COMMITTEE REPORT. Kay Gunckel, Priscilla Lindsey, Jamie Dieterich and Kim Cowart. Reports filed. Two vet judge apprentices, Susan Dent and Camilla Jamieson. Alina Vale (R2) and Wesley Perry (R5) still possibilities. Horsemanship provisional - Jill Talbot; apprentice - Esther Diaguila. New scorecards were ordered and arrived; will be rolling out for 2017 season. Cowart expressed great concerns about wait times at rides. Stated in some instances we are becoming a "trail stop" instead of a trail ride. Also significant wait time in camp for vet checks or other camp activities. Riders feeling constantly busy, no down time. Need management educated in ways to promote an efficient flow to rides. Judges need to be educated as well.

HALL OF FAME. Jackie Coleman. No report filed and no nominees.

STUDENT LOAN & SCHOLARSHIP. Horne. No new applications for loans or scholarships. Rinne received confirmation letters from the respective colleges for two current recipients, Jason Klamm, R6, and Madeline Martin, R4.

BREED ORGANIZATION/A.H.A. Insko. Some A.H.A. rides. DeMattei interested in holding an A.H.A. Regional Championship. A.H.A. not allowing metabolic checks on trail which is not compatible with NATRC.

ANNUAL POINTS DATA & RECOGNITION. Rinne. Year-end audits are in progress now that the season is completed. Prepping for year-end awards.

ELECTRONIC MEETINGS. Cowart. Electronic meetings possible, conference call format is available to all regions.

CONVENTION 2017. Cowart. February 16, 2017 for NBOD meeting. February 17-18, 2017 for convention presentations and awards. Embassy Suites Hamilton Place, Chattanooga, TN. Registration for hotel and convention available online now. More information forthcoming. There is a website for the convention – www.natrcnc.com.

REGIONAL REPORTS. R1, Meroshnekoff, mini convention March 3-4. Two speakers, including a veterinarian. Six rides for 2016, hoping for seven in 2017. R2, Malone and DeMattei, setting up ride schedule in December for 2017. R3, Horne reported seven rides for 2017, possibly eight, and Rabbit Valley is coming back. R4, Perryman, nine rides scheduled for 2017. Ride in December. R5, Cowart, focused on convention, believes 13 rides on schedule for 2017. One or two clinics. Junior rider issues (pointing out of Novice). R6, Parys stated nine rides in the works for 2017. Regional Convention first weekend in March.

Shared BOD amount for November 12, 2016 is \$320.10.

OLD BUSINESS.

1. Electronic Scorecards – no update.
2. Riders Manual - on hold.
3. Marketing - always marketing through clothing, hats etc.
4. RMS – priority changes/fixes compiled for Peter. Need to think about what should be priorities moving forward to improve the experience.

NEW BUSINESS

1. NATRC Historian Report. Conner. No report filed.
2. Replacement of Jim Menefee Trophy - Cowart/Rand. Actual physical trophy is in poor condition and disrepair. It was taken to a repair shop; recommendation is that the trophy be retired. **Horne made a motion, seconded by Gunckel to approve expenditure up to \$750 to replace Jim Menefee award. If higher the committee must come back to the board for approval of additional funds. Motion approved.**

ELECTION OF OFFICERS. Secretary Treasurer. **Meroshnekoff nominated Mary Jo Malone, seconded by Parys. No other nominations. Motion approved.** Vice President. **Cowart nominated Shari Parys, seconded by Meroshnekoff. No other nominations. Motion approved.** President. **Parys nominated Angie Meroshnekoff, seconded by Dieterich. No other nominations. Motion approved.**

Motion by Gunckel, seconded by Stucky to adjourn the meeting. Motion approved.

Minutes on file at the National Office.

Next meeting to be held February 16, 2017, at the Embassy Suites Hamilton Place, Chattanooga, TN.