

NATRC National BOD Minutes March 7, 2019, Reno, NV

CALL TO ORDER by President Angie Meroshnekoff, 8:01 a.m. March 7, 2019.

Welcome by Lory Walls to the 2019 Convention.

ROLL CALL. Sarah Rinne, Angie Meroshnekoff, Jamie Dieterich, Bob Insko, Mary Jo Malone, Bill Wingle, Laurie DiNatale, Gayle Muench, Alice Perryman, Bill Moore, Esther Diaguila. Guests Kim Cowart, Fran Muench, John Zeliff, Karen Kafka, Beni DeMattei, Laurie Knuutila, Patsy Conner, Wayne Tolbert, Victoria Whitehead, Kris Gray, Chris Heath, Gene and Vicki Boicelli, Kay Gunckel, Chuck Edwards, Diane Wingle.

MINUTES. November 10, 2018. **Motion by Muench, second by Parys to approve the minutes. Motion carried.**

PRESIDENT'S REPORT. Meroshnekoff reported many organizations are struggling like ours. The public in general is moving away from animals, and younger people are not getting as involved. We are not alone.

EXECUTIVE DIRECTOR'S REPORT. Rinne. Update on new website progress and Leisure Division (LeD) development.

TREASURER'S REPORT. Muench. Nothing additional to discuss on the financials, and no significant changes since our conference call meeting in December. The marketing director has been released from the contract. We did get our value out of her work on the website. We are changing direction and seeking a new resource.

BY-LAWS & RULES. Parys. Reminder that there is a moratorium on rules as we are still working on the restructuring and development, and that the timeline for rule proposals has changed. Proposals are to be submitted in November, with wording adjusted in February and vote for approval or denial in July. Time wise the previous schedule just wasn't conducive to getting everything updated prior to the first November rides. The by-laws need updating to reflect the new membership structure. Wingle addressed the proposal and the need to adjust the language to reflect "current" membership as opposed to "paid up" membership. Dieterich stated it is a valid concern and that it is an indirect byproduct of the new free memberships. Dieterich talked about having a separate LeD rulebook in the future and a better way of presenting only necessary rules to reduce confusion.

POLICIES & PROCEDURES. Dieterich. The board needs to address the national 4-H award and whether it should include the LeD competitors. Wingle believes we should allow LeD riders to be eligible as we need to be more inclusive and offer more awards. **Perryman made a motion to include LeD riders in 4-H award; Wingle seconded. Motion carried. Dieterich abstained.** Parys asked about breed awards. **Perryman moved to accept LeD competitors in breed award eligibility.** Breed awards are only a horse award, and since LeD is combined horse and horsemanship, it would not fit the general criteria. Perryman withdrew her motion.

PROTEST. Lori Allen. No protests.

PLANNED AND CHARITABLE GIVING. Cowart. No new information. Insko discussed a program about donated vehicle sales to benefit non-profits. Meroshnekoff asked Insko to share the link with the board.

NATIONAL HISTORIAN. Conner. Addressed the boxes with the historical documentation. Still in progress but on hold until the files can get to Conner. Conner is working to create a complete electronic history of ride documents.

RIDE SANCTIONS. Conner. 54 rides on the calendar. 38 of the rides are sanctioned. Old forms are still being used. Sending reminders to ride managers about submitting 6-week progress reports; they aren't always getting them done in time. Conner doesn't think we should use the word "confirmed" on website, and that we should use "reserved" instead regarding the date for rides not yet sanctioned. It also has a tab to register which is not allowed if the sanction is not complete. Conner discussed LeD regarding sanction timeframes (90 day minimum) and referred to the rule that it must be postmarked 90 days prior to the ride. It originally had to do with getting to national in time, then to the sanction chair, then into *Hoof*

Print all via mail. Now that everything is electronic and can be done fairly quickly, that time frame is obsolete. A reminder that rides hold a "reserved" date until January 31 of the new year for the same weekend of the previous year's ride. After that it can be taken by another ride.

CLINIC SANCTIONS. Linda Clayton. Report filed.

MANAGEMENT. Elaine Swiss. No report filed.

RULES INTERPRETER. Wingle. Wingle shared an update on Rules Interpreter reports to date and is only missing two reports at this time. One accident was shared where a rider fell and broke her hip in camp (not off of a horse), and no alcohol was involved. Dieterich stated we had talked about revising the form and asked if that was still being done. Wingle stated yes and Dieterich asked to assist. Parys suggested that we need to add entry lines for emergency contact info on our waivers. The need to report all accidents, even if non-injury and medical care refused was discussed.

INSURANCE. Rinne. No updates.

SAFETY. Swiss. No report filed.

MARKETING. Gray. The marketing contract with Lori Beck was dissolved. The marketing committee has had two meetings to address next immediate steps. Facebook marketing options and the cost associated with them were addressed. Gray addressed Google ad words and phrases we could buy to draw more hits on our website. Gray has some quotes coming in for that. Muench discussed the Trailmeister contract. The committee recommended that the Trailmeister contract not be renewed. There are a lot of Facebook opportunities at a very low cost. Gray doesn't believe that free memberships have been promoted or marketed well and would like to pursue that believing it is a good marketing tool. She talked about the new rider outreach program that R5 is using, and that they are sharing the plan with other regions.

SOCIAL MEDIA. Jonni Jewell. Report filed.

BUSINESS MODEL & MEASUREMENTS. Muench. No new information.

SPONSORSHIPS. Parys. Talked about the raffle and addressed the question if we want to continue the same raffle option next year. Wingle requested to get the tickets earlier in the year to start selling sooner. Meroshnekoff stated it is a great benefit overall.

MEDIA ADVISORY. Dieterich. This is her last issue of *Hoof Print*. LeeAnn Dreadfulwater is set to take over for Jamie going forward. Because of convention the deadlines are shifted. If there is anything to submit, do it right away.

RIDERS AND JUNIORS. Cindy Keen. No report filed. Meroshnekoff stated this is a topic that is important to her. She is working with about ten juniors now. She believes we need to put a portion of our focus on our juniors and a committee member who can help promote, reach out and make contacts to 4-H groups and Pony Clubs in each region. We need someone to take this committee and grow it. Perryman volunteered to step in and take over.

FOUNDATION. Conner. We are missing some foundation minutes. Conner was asked where did the money come from and what it was for. She provided a document to the board to explain that. Dieterich stated there needs to be more documentation on the foundation and a better understanding by the board. Currently it is designated for an emergency, but what constitutes an emergency? The foundation board recommended Laurie Knuutila be the outside director replacement for Laurie DiNatale. Dieterich provided a by-laws clarification. **Muench made a motion to approve Laurie Knuutila to replace Laurie DiNatale on the Foundation board, Malone seconded. Motion carried.**

NATIONAL DRUG TESTING. Kim Murphy. Report filed. Looking to create a custom drug panel that tests more of what we want but stay within our budget.

VETERINARY DRUG COMMITTEE. Meroshnekoff. Tamara Gull, DVM, was appointed as the new chair. Keri Riddick, DVM, and Carrie Porter, DVM, were added to the committee.

TRAIL ADVOCACY AND GRANTS. Hanson. Reiterated the need to advocate for public trail by equestrian users.

EDUCATION. Dieterich. The focus is currently on educating judges on the new LeD. She also stated the Clinic Manual needs to be updated. The new font (Montserrat/Monserrat alternate) is great, but is difficult to use. A template will be prepared for reports and letterheads.

MEMBERSHIP RECRUITMENT & RETENTION. Development Committee. No new information. The Ride Structure and Rules committee will resume meetings after national convention.

JUDGES. Cowart. Recommended committee members (Veterinarians) Pam Hess, DVM, Carrie Porter, DVM, Keri Riddick, DVM. (Horsemanship) Cowart, Nancy Kasovich, Lory Walls. (Rider Reps) Jonni Jewell, Marty Findley and Helen Smith. **Moved by Muench, seconded by Hanson to approve the committee selection. Motion carried.** Status of apprentices was shared in the report. The Judges Committee voted to advance Lori Allen from Apprentice to Provisional. Dieterich explained the requirements of provisional judging. Cowart addressed the LeD judging. Several applicants for LeD judging opportunities, and four have completed the test. Dieterich raised a concern about the \$35 non-member fee being too much for the LeD. Meroshnekoff suggested not charging a non-member fee for the LeD. **Moved by Muench to adjust the non-member fee to \$20 (from the current \$35) and member fee of \$10 for the LeD rides, seconded by Wingle. Motion carried.**

HALL OF FAME. Rinne. No applicants.

STUDENT LOAN/SCHOLARSHIPS. Gunckel. One new applicant for scholarship funds, Ryan Klamm. Started NATRC in 2013. Going into Grain & Food Science field. Gunckel recommended the approval of the scholarship. **Moved by Muench to approve a scholarship of \$2,000 for Ryan Klamm for the 2019/20 academic year, seconded by Moore. Motion carried.**

BREED & ORGANIZATION LIAISONS. Malone. Shared more information about the new program called The Right Horse Initiative that started in 2017. NATRC is now a professional partner. Malone is the NATRC liaison for RHI. The slogan used is "good people for good horses". There are 30 professional partners and 20 adoption partners to date. Their website is www.therighthorse.org. Lori Allen is going to sponsor a new award for NATRC for a high point rescue horse for the 2019 ride year.

AHA. Insko. Nothing to report.

BREED LIASON. Amy Martin. Breed awards are flowing in; Amy worked very hard to get the awards taken care of.

HONORARY & APPRECIATION. Ruth Mesimer. Report filed.

ANNUAL POINTS. Andrea Rogers/Rinne. No updates other than Phase II of the technology plan includes incorporation of the data component into the new website.

ELECTRONIC MEETING COORDINATOR. Rinne. Meroshnekoff reminded the board about Zoom online NBOD meetings the 1st Tuesday of each month. We are using Zoom for training the LeD judges. It was decided to upgrade the national Zoom account in order to add more users, one per each region (region presidents) plus judges co-chairs. (President's R1 – Donna Stidolph, R2 – Audrey Pavia, R3 – Dayna Morgan, R4 – Kim Murphy, R5 – Bill Moore, R6 – John Zeliff).

CONVENTION. Dieterich. Reviewed the volunteer list for the booth. Help is needed for getting award items from guest rooms to the banquet room. Some silent auction items are in the hospitality suite. The hospitality suite is open 6-9 Thursday night. Room 1450.

REGION REPORTS. R1 – Meroshnekoff, six rides and one stand-alone LeD. R2 – Malone, four rides, two ride managers putting them on. They are scheduled to have a table at the local BCHA event. 102 signed up for national awards banquet. R3 – Wingle, 10 events this year including one stand-alone LeD ride and clinic. New region president is Dayna Morgan. R4 – Perryman, nine rides in R4, two are completed. There is a lot of excitement in R4. R5 – Moore, 13 rides on the books, one stand-alone LeD ride done. The Facebook advertising is working. New ride in Appomattox, VA. Mini convention, 50 people

attended. R6 – Parys, fighting weather non-stop. Had booth at Equifest, affected by weather, NE Horse Expo this weekend with weather issues. Eight rides on the schedule. May be more stand-alone LeD rides added.

SHARED BOARD \$438.87

NATRC/AERC board of directors meet and greet at 5:00 in Nevada 6/7. Changing meeting in July to the 6th. Meroshnekoff mailed a Code of Conduct for board members to review before the July meeting. There was discussion about making a requirement that no conflicting events should be sanctioned in the region on a regional/mini convention weekend.

Muench moved to adjourn, Perryman seconded. Meeting adjourned.