

NATRC National BOD Minutes July 6, 2019, Kansas City, MO

CALL TO ORDER by President Angie Meroshnekoff, 8:00 a.m. July 6, 2019.

ROLL CALL. Angie Meroshnekoff, Linda Thomason (R1 Alternate), Bob Insko, Mary Jo Malone, Bill Wingle, Laurie DiNatale, Alice Perryman, Elaine Swiss (R4 Alternate), Esther Diaguila, Sallie Kudra (R5 Alternate), Shari Parys, Marla Stucky. Sarah Rinne, Executive Director and guest Ruth Mesimer. Gayle Muench, Jamie Dieterich and Bill Moore excused.

MINUTES. March 7, 2019. **Motion by DiNatale, second by Wingle to approve the minutes. Motion carried.** It was decided to maintain formal minutes for electronic meetings each month.

PRESIDENT'S REPORT. Meroshnekoff. Briefly discussed LeD progress and the boost to regions' rides.

EXECUTIVE DIRECTOR'S REPORT. Rinne. Highlighted the success of the LeD rides in regards to overall increased participation across all regions. Rinne recommended that the board consider at least 1 more year of the free membership to new members now that we have a product more introductory in nature to get them to actually participate. Many people have taken advantage of the free membership over the years it has been offered but not actually made it to a ride. The LeD is not only garnering new members but getting them involved and participating which should aid in retention going forward.

TREASURER'S REPORT. Muench (reported by Elaine Swiss). Total income is significantly more than budgeted. Membership income has doubled already. Spending is under due to marketing and some other planned expenditures being lower than budgeted. Ride fees are down currently mainly due to weather cancellations and rescheduling of rides to fall dates. **Motion by Parys, second by Thomason to approve the report. Kudra abstained. Motion carried.**

BYLAWS & RULES. Parys. See proposed Bylaws changes.

POLICIES & PROCEDURES. Dieterich. Report filed. The question was posed for Clinics section referencing the expectation that NATRC would share up to 1/3 of the cost of annual rental expense for each region at horse fairs. Thomason and Meroshnekoff both stated it is no longer relevant as regions handle their own costs. **Motion by Swiss to strike this statement from the P & P, second by Parys. Motion carried.**

PROTEST. Lori Allen. No protests filed.

PLANNED & CHARITABLE GIVING. Swiss. The program development was tabled until Operation NATRC Committee work was fully implemented. It is recommended with the current momentum that the program be reinstated for 2020 as we should be in a place to do that. "In lieu of flowers" is already being used and is something that can continue to be applied.

NATIONAL HISTORIAN. Patsy Conner. No report filed.

RIDE SANCTIONS. Patsy Conner. Report filed. Wingle stated it has been a challenge consistently communicating how to distinguish the LeD from the other divisions. Meroshnekoff stated as a board we need a common language around LeD versus our other divisions. Insko reported that the LeD has the most competitors in R2.

CLINIC SANCTIONS. Linda Clayton. Report filed. Meroshnekoff suggested it would be helpful to have a report that reflects all clinics held to date.

MANAGEMENT. Swiss. Discussed ride manager communication and preferences. Facebook and management group E-news were determined to be the most appropriate ways. Swiss will work to get more LeD info out there to implement a more inclusive atmosphere without creating a divide.

RULES INTERPRETER. Bill Wingle. 25 events, 17 LeD. Most RI reports have been received, only missing a couple. Wingle discussed the need to draft a letter to ride managers about expectations for RI's. Some are still omitting maps from their reports. Talked briefly about accident reports and some ways managers can discuss safety with riders to prevent some accidents through trail safety and courtesy. Hold times have been minor. Several RI's commented that there was no way they could feasibly attend all briefings when LeD briefings are occurring when RI is already out on trail for "A" rides. Rinne suggested wording around a pre-briefing.

INSURANCE. Rinne. Renewed D&O (Directors and Officers) Policy. For 2020 will be moving the D & O policy under the Equisure umbrella.

SAFETY. Swiss. There are continued safety issues with dogs, and it will be addressed with ride managers. Accidents are still underreported. Insko suggested at briefing that riders are reminded to report accidents or unscheduled dismounts. Rinne suggested updating ride briefing checklist so managers don't forget to remind riders to report. Wingle suggested reporting on horse veterinary treatment during the event on RI report.

MARKETING/PUBLICITY/E-NEWS. Kris Gray. Report filed. Talked about the new Google Ad word campaign. Currently no other distance organizations are taking advantage of it, so many of the targeted key words are exclusively used by NATRC.

SOCIAL MEDIA. Jonni Jewell. No report filed, but current marketing efforts are focused on Facebook and Instagram. There has been remarkable growth and engagement on both our national Facebook page and group.

BUSINESS MODEL & MEASUREMENTS. Muench. Report filed. Discussion of LeD rider fees. Swiss discussed ride manager autonomy on fees. Swiss talked about price elasticity. Do what it takes to make it work for your ride and your customers.

SPONSORSHIPS. Parys. The better we do as an organization, the easier it is to draw sponsors. The positive momentum and growth has helped a lot. Added another new sponsor. Raffle tickets are out for sale.

MEDIA ADVISORY. Dieterich. Meagan Monahan has agreed to step up to facilitate collection of *Hoof Print* articles. It is requested that all committee chairs submit articles for each HP.

RIDERS AND JUNIORS. Perryman. Perryman met with a local 4-H group. Betsy Zimmerman met with another group to share NATRC. Meroshnekoff stated one of the biggest challenges for juniors is expense.

FOUNDATION. Conner. No report filed.

NATIONAL DRUG TESTING. Kim Murphy. Report filed. Murphy is working with TVDML, our testing lab, to create a custom drug panel for NATRC to target the right compounds for our money.

TRAIL ADVOCACY & GRANTS. Vacant. Laurie DiNatale volunteered to fill the role.

EDUCATION. Jamie Dieterich. Report filed. Thomason inquired about whether the LeD riders would be incorporated into the rider manual or if it would be separate. Meroshnekoff stated it would be separate manual.

MEMBERSHIP RECRUITMENT/RETENTION. Development Committee. Addressed in previous reports.

JUDGES. Kim Cowart/Pam Hess, DVM. Discussion and inquiry on LeD judges and how many are qualified. Parys suggested we look at implementing the same program as AERC using retired vets or vets that are no longer licensed, but previously licensed. There are many vets retired from practice or are teaching at veterinary colleges with lapsed licenses that could help rebuild our list of available veterinary

judges. Judges are not to provide care or treatment at a competition regardless, so licensure doesn't apply. That is what local on-call veterinarians are for.

HALL OF FAME. Rinne. No applications.

STUDENT LOAN & SCHOLARSHIP. Kay Gunckel. No new applications.

A.H.A. Bob Insko. No information to report, only the reminder to consider collaborative events when possible.

BREED LIASON. Amy Martin. There were significant challenges with breed organizations sending national breed awards late and not making it for convention presentation. Only three breed awards made it for convention. Marla Stucky has agreed to work with Martin this year to learn the role and assume the breed award duties for 2020.

HONORARY & APPRECIATION. Ruth Mesimer. Report filed. Mesimer asked if we still need a printed certificate for the Jim Menefee Lifetime Achievement award and Worker Hall of Fame awards. It was agreed that a certificate is not needed since a plaque is awarded. Nominations for appreciation awards are due to Mesimer Oct. 15, 2019 in Word format.

ANNUAL POINTS/RECOGNITION/TECHNOLOGY. Andrea Rogers. Mid-year audits are in progress now. Rogers reported on the progress of the new website and the back end data component. Good progress is being made, but there is still a long way to go. Due to electronic scoring not being ready anytime soon, hard copy three part LeD scorecards were ordered.

CONVENTION. Region 2 (Reno) \$1,600 net profit resulting in \$799 for R2 and \$799 for national. Region 4 (San Antonio) is being planned in 2020. The hotel is a little more expensive than planned, but they are working to put together good packages for attendees.

REGION REPORTS. Senior board members reported.

NEW BUSINESS. High Average Awards Calculation. Document with proposed new calculation on file. Normalization would not change; it would make it a weighted system. Presented to the board for review, consideration and discussion.

SAFE SPORT ACT. Diaguila. Federal law passed regarding interaction with minors in competition. Diaguila suggested that managers and judges take the training. Questions about whether NATRC qualifies as an amateur youth sport event were addressed. How is "regular" contact with minors defined within the law? Swiss will speak to an attorney to ensure where we fall within the law and what we need to do for compliance.

SHARED BOARD \$408.88.

NATIONAL CHAMPION JACKETS orders for past national champions are available for purchase. A 20 jacket limit was set for the first order.

Minutes on file at the National Office.

Next meeting to be held November 9, 2019, at the Hyatt Kansas City airport hotel, Kansas City, MO.

Swiss made a motion to adjourn, Perryman seconded. Meeting adjourned.