

## NATRC National BOD Minutes November 10-11, 2017, Kansas City, MO

CALL TO ORDER by President Angie Meroshnekoff, 7:00 p.m., November 10, 2017.

ROLL CALL. Angie Meroshnekoff, Jamie Dieterich, Shari Parys, Elaine Swiss (R4 Alternate), Lori Allen, Kay Gunckel, Mary Hanson, Alice Perryman, Bill Moore, Bob Insko, Mary Jo Malone. Sarah Rinne, Executive Director. Directors Gayle Muench and John Horne excused.

Type "C" Introductory Ride proposed. The introductory ride would be conducted under the auspices of a clinic sanction and insurance as it would not be a formal competition for the 2018 season. It would have a mock vet in, a 9-12 mile ride, with one vet check and an obstacle on the trail. Entry fee would be half or less than half of a full entry fee. The fee at a minimum should at least cover expenses and send a fee to national.

Marketing. Swiss stated we need to "buy" the horse power as we have the money but not the people to do the job. It needs to be somebody on the outside as we don't have the time to do it. Swiss said we need someone to be paid to hit it hard and do a short period (6 months) of marketing.

Meeting adjourned at 8:33 p.m.

CALL TO ORDER by President Angie Meroshnekoff, 8:00 a.m., November 11, 2017.

ROLL CALL. Angie Meroshnekoff, Jamie Dieterich, Shari Parys, Elaine Swiss (R4 Alternate), Lori Allen, Kay Gunckel, Mary Hanson, Alice Perryman, Bill Moore, Bob Insko, Mary Jo Malone. Gayle Muench and John Horne excused. Mary Anna Wood and Honorary and Appreciation Chair, Ruth Mesimer, guests.

MINUTES. July 15, 2017. Moore moved to accept the minutes as recorded, Parys seconded. Motion approved.

PRESIDENT'S REPORT. Meroshnekoff thanked outgoing board members Lori Allen and John Horne for their service on the board. It is important to recognize the efforts of our board and committees throughout the year. Issues on the table are bylaws and rule change proposals, RMS review, marketing, membership recruitment and retention.

EXECUTIVE DIRECTOR'S REPORT. Rinne discussed brief membership numbers, particularly in regards to free memberships for 2016 and 2017. 2016 free membership renewal rate was approximately 17% for 2017. Rinne passed around the final national champion buckle designs and new national champion jacket designs that will be unveiled at the 2018 convention awards banquet. Distance Depot will be handling the embroidery for the jackets and national champion blankets. RMS, the NATRC email account and the website will all be housed in the NATRC GoDaddy account. RMS is already there; the email and website will be moved over very soon. Rinne is looking for a vendor for a potential online store where members can purchase NATRC merchandise.

TREASURER'S REPORT. Malone. Year to date our expenses are \$67,000, and our income is \$57,000. Details in report.

RULES AND BYLAWS. Parys. Bylaws revisions were posted before the membership for a period of more than 30 days and called for a vote to approve or deny. The membership voted in favor of the proposed revisions. **Moore moved to approve the bylaws as revised and accepted via vote by the membership; Parys seconded. Motion carried.**

### RULE CHANGE PROPOSALS.

- Ice boots - **Dieterich moved to approve the use of ice boots; Insko seconded. Motion carried.**
- Competitive Pleasure split into Adult and Junior classes - **Swiss moved to approve the proposal; Hanson seconded. In favor Parys, Swiss, Allen, Gunckel, Hanson, Moore, Perryman. Against Dieterich, Insko, Malone. Motion carried.**
- Junior competitor point accrual - **Insko moved to accept the proposal; Allen seconded. Motion carried.**
- Allow novice juniors to compete in Novice Heavyweight and Lightweight Classes. **Moore moved to accept the proposal; Perryman seconded. Motion carried.**
- Changes to National Champion criteria - **Swiss moved to accept; Parys seconded. In favor Parys, Swiss, Allen, Hanson, Moore, Perryman. Against Dieterich, Gunckel, Insko, Malone. Motion carried.**
- R1A Competitive Pleasure National Champion criteria - **Dieterich moved to accept the proposal including the language of the adult/junior split; Hanson seconded. Motion carried.**

POLICIES AND PROCEDURES. Dieterich. Discussed corrections to Hall of Fame description and drug policy. The committee decided that it was not necessary for a drug policy to be included in the Policy and Procedures because it is detailed and covered in depth in the rulebook and drug appendices. **Moore moved to accept the elimination of drug policy from the Policy and Procedures; Gunckel seconded. Motion carried.**

PROTEST. Allen. Two protests occurred for positive drug tests at two separate rides. One is decided and one is still being debated by the committee.

PLANNED AND CHARITABLE GIVING. Swiss. One of the best ways for non-profits to increase their coffers is to implement planned and charitable giving. The "in lieu of flowers" encourages monetary donations to the organization by the member's family or in their estate planning. The existing brochure was shown to the board and explained by Swiss.

RIDE SANCTION. Patsy Conner. Report filed. Conner is asking for regional ride coordinators to assist the ride secretaries in making sure ride reports and documents get filed in a timely fashion. New managers need to be encouraged and supported.

CLINIC SANCTION. Linda Clayton. Report filed. Meroshnekoff will follow up with Equisure about what we can formally title an introductory ride for it to qualify within the parameters of our clinic insurance. Insko suggests checking on drug testing requirements in California if this is implemented.

MANAGEMENT. Hanson. The problem continues to be lack of riders and people willing to manage rides. Without riders, there are no rides; without ride managers, there are no rides. Discussion about advertising and publicity for rides. Managers don't have time and rarely the resources to do it. Hanson stated managers need mentors and support as "stuff" is going to happen while putting on a ride.

RULES INTERPRETER REPORT. Beni DeMattei. Report filed. Hold times continue to be the main issue.

INSURANCE. Rinne. The Equisure policy regarding dogs at rides continues to be violated. All dogs must be on a leash at all times and kept out of the management and briefing areas. All parties affiliated with the ride need to adhere to the policy completely.

SAFETY. Insko. Discussed accident reports to date. No trends.

MARKETING/WEBSITE/PUBLICITY/ENEWS. Roberts. Report filed. Discussion of better use of marketing dollars. Roberts recommended use of the Trailmeister website for better exposure. Cost of posting an ad on Trailmeister.com is \$1,500. **Swiss moved we authorize to spend the \$1,500 with Trailmeister; Parys seconded. Motion carried.** Dieterich stated Roberts puts out a lot of information with press releases, and her current media list is at 117. Parys shared Roberts' suggestion of creating a handful of publicity posters on the website that members could download, print and post in various places. The number of E-News subscribers has really slowed, and there have been some recent unsubscribes.

NATIONAL AWARDS PRESENTATION. R3. Gunckel is MC for national awards presentation. R3 needs photos of award recipients for the awards Power Point presentation.

SOCIAL MEDIA. Jonni Jewell. Report filed. Facebook group has 1,820 members, 22 new members since the previous report. Over 2,000 posts on recent engagements with good discussions. There was discussion about creating pages for rides as opposed to "events". Several ride managers are already doing this.

BUSINESS MODEL & MEASUREMENTS. Report filed by Muench. Swiss. The current rider average nationwide is 24. We need to face the possibility of partnerships, no matter whether it is with AERC, ECTRA, UMECRA etc. Moore stated many of the other organizations are in the same boat. We are not the only ones facing this dilemma, and this is the time to seek partnerships to work together.

SPONSORSHIPS. Parys. It has been a good year for sponsorships. We met our goal, even though it had been raised. We need to encourage members to use our sponsors, check out their websites, and show appreciation for their support.

HOOF PRINT ADVISORY. Dieterich. She would like someone to take over *Hoof Print* advisory in the near future. It was recommended the board continue Laurie Knuutila's contract as *Hoof Print* Editor as she does a great job. **Moore moved to continue the contract; Gunckel seconded. Motion carried.**

RIDERS AND JUNIORS. Cindy Keen. No report filed. Rinne questioned if the position needs better definition and expectation for guidance.

FOUNDATION. Conner. Report filed. Swiss provided some old meeting notes to Rinne to ensure they are on the record.

NATIONAL DRUG TESTING. Kimberly Murphy. Report filed. A \$6,250 budget has been requested. **Swiss moved to approve the drug testing budget of \$6,250; Parys seconded. Motion carried.**

VETERINARY DRUG COMMITTEE. Michael Peralez, DVM. Report filed. Two positive tests at two separate rides.

TRAIL ADVOCACY & GRANTS. Hanson. Trail funds continue to be cut nationwide. We need to advocate. The National Trails Conference will be held in Arizona August 2018. Hanson has fielded a couple of phone calls from ride managers struggling with BLM land managers and obtaining special use permits. There was one inquiry regarding a trail grant, but the interested party has not submitted an application or returned a follow up contact from Hanson.

EDUCATION. Dieterich. There are a lot of errors on scorecards. Scorecards have inconsistent comments and scoring. Much of it can be prevented by following processes in place and not getting complacent.

#### ELECTION OF BOARD MEMBERS AND ELECTION OF OFFICERS

Meroshnekoff announced the election results. Alice Perryman, R4, and Shari Parys, R6, were re-elected. Bill Wingle, R3, and Esther Diaguila, R5, were elected as new directors. Linda Thomason, R1 was re-elected as Alternate Director. Audrey Pavia, R2, was elected as a new Alternate Director. Sharon Roper, R3, was appointed as Alternate Director for R3 to replace Chuck Smith following mid-term resignation. **Meroshnekoff called for vote. Appointments approved.**

ELECTION OF OFFICERS. Secretary/Treasurer. **Swiss nominated Gayle Muench; Parys seconded. No other nominations. Motion approved.** Vice President. **Hanson nominated Shari Parys; Swiss seconded. No other nominations. Motion approved.** President. **Dieterich nominated Angie Meroshnekoff; Swiss seconded. No other nominations. Motion approved.**

MEMBERSHIP RECRUITMENT/RETENTION. Perryman. Still seeking data and answers. Trying to get the word out to new potential members about misconceptions. Meroshnekoff stated we need to set an environment of professionalism at our rides from all parties, judges and volunteers alike. We all have to be responsible for that.

JUDGES. Kim Cowart and Carol Ormond, DVM. Report filed. Esther Diaguila is currently provisional status and has done one provisional ride. Lin Ward has completed all apprentice rides. Brenda Messick has applied, taken the test, and has been approved to begin the apprenticeship process. Jim Ferris requested to go inactive. Kate Jacob, DVM, requested to go inactive. Susan Dent, DVM, is in the provisional process and needs one more provisional ride. The CRI was addressed in the report; it is understood that there are a lot of concerns but also a lot of misconceptions. One is that it will be mandatory at all rides, which is not the case. Dieterich stated in some cases the scores become more of a measure of the ride itself as opposed to the individual horse's recovery. It was admitted the roll out was not done in the most effective way. Meroshnekoff stated we have been advised by well-respected veterinary professionals, and we are not dealing with an arbitrary number or scoring system. **Hanson made a motion to use a baseline of 13 (deductions start at 14) taking the median score or the second reading if the count goes down: Malone seconded. In favor Meroshnekoff, Dieterich, Parys, Hanson, Insko and Malone. Against Swiss, Allen, Gunckel, Perryman, Moore. Motion carried.**

HONORARY & APPRECIATION. Mesimer. Nominations for honorary and appreciation awards were reviewed. **Award recipients will be recognized at the national convention.**

HALL OF FAME. Rinne. One application received. The board would like a summary of the horse's life and history rather than the numbers alone. It would also be beneficial for the 2016 points to count to raise the score. The board recommended the application with the additional requested information be resubmitted next year.

STUDENT LOAN/SCHOLARSHIPS. Horne. Report filed. Last minute applicant for scholarship was received. The application will be revisited in February. Gunckel volunteered to take over as the Student Loan and Scholarship Chair.

AHA. Insko. AHA only recognizes AERC as an affiliated distance riding organization. NATRC is a recognized competitive trail organization. Insko talked about AHA Distance Nationals.

BREED & ORGANIZATION LIASION. Terry Silver. No report filed. Silver will stay on as chair until a new chair is committed and can work with her for training.

ANNUAL POINTS/NATRC DATA/RECOGNITION. Andrea Rogers (Rinne). Report filed. Year-end audits are in full swing. The electronic storage of scorecards is being implemented for 2018.

ELECTRONIC MEETING COORDINATOR. Cowart. No report filed. Need to have NATRC take over account and payment from Cowart.

CONVENTION 2018. R3. Albuquerque, NM February 9-10, 2018. Combine National Awards Presentation and Convention agenda items in the future.

Shared Board amount for November 11, 2017 is \$364.92.

#### OLD BUSINESS

RMS. Rinne/Dieterich. Only one formal bid was received from Peter Yovich in the amount of \$5,000. Recently quick edits to the program have been made to attempt to make the system function a little better. **Moore moved to accept Peter Yovich's bid; Parys seconded. Motion carried.** Security certificate is already paid for and being applied.

MARKETING. Intro video has been created by Haley Schlerf, but it is not complete. Parys asked if there is anything that can already be put out there so that we can at least get something visible to the public.

Discussion about Hoof Print Advisory position. Rinne suggested that it be a paid position, but the monetary amount is hard to determine. Dieterich suggested \$100 per issue to try to entice people by offering a nominal fee.

#### NEW BUSINESS

Equitrack. Rinne would like to roll out a non-competitive mileage program at the February convention. The program would apply to conditioning and training mileage or track mileage for safety riders etc. through the Equitrack application. It will also be beneficial for data purposes as it gives basic rider location information that could be used by Hanson for trail advocacy work and general identification of heavily ridden areas.

Member Loyalty Program. Rinne stated it is tabled for now. Too many gaps at this time that need to be addressed, and it will take a dedicated person to work on addressing the gaps. It will also require assistance of the regions who know the members. Areas of struggle are around lifetime members and longtime members with date gaps in membership. Dieterich mentioned that pins with milestone years may be a meaningful and affordable option.

REGION REPORTS. Written reports submitted.

**Allen moved to adjourn; Moore seconded. Motion approved.**

Minutes on file at the National Office.

Next meeting to be February 8, 2018, at the Hotel Albuquerque at Old Town, Albuquerque, NM.