

National Board of Directors Meeting Summary, Denver, CO, July 15-16, 2016

CALL TO ORDER by Kim Cowart, 3:15 p.m., July 15, 2016.

ROLL CALL. Dieterich, Meroshnekoff, Malone, Insko, Gunckel, Horne, Steinke, Muench, Cowart, Rand, Rinne, and Parys present. Laurie DiNatale, Executive Administrator. Beni DeMattei, R2 Alternate.

MINUTES. February 18, 2016. Call for corrections. **Gunckel moved to accept minutes, Parys seconded. Motion approved.**

PRESIDENT'S REPORT. Cowart. BOD serves so riders can ride. Sponsorship committee is doing well on sponsorships. Mary Hanson is doing a great job chairing the Trail Advocacy committee.

EXECUTIVE ADMINISTRATOR'S REPORT. DiNatale. Sent resignation to the BOD in the spring. Will do what is needed to facilitate the transition of the position. DiNatale reviewed membership numbers.

SECRETARY/TREASURER'S REPORT. Malone will review reports later in the meeting.

EA APPOINTMENT. Selection committee sent a report with their recommendation to the BOD. After the Letter of Resignation by DiNatale was received, Cowart selected a committee to facilitate the selection of a replacement. Committee included a representative from each region. Cowart sent notification to all Regional Presidents of the vacancy. Cowart and DiNatale sent the Job Description and additional questions to interested parties. Two applications, with excellent credentials and references, were received. Committee deliberated over the two applications. The Committee's recommendation was Sarah Rinne. **Motion by Horne, seconded by Muench to approve Sarah Rinne as the new EA. Motion approved.** Rinne will act as R6 Director through this meeting.

BOD will discuss the parameters of the EA title versus an Executive Director title and decide if title should be changed. This would require a by-laws change. DiNatale suggested that the BOD might look to other horse organizations like AERC or CHA to compare the job descriptions for their Executive Directors.

A R6 Director and Alternate will need to be elected in this year's election since the R6 Alternate, Erin Glassman, has resigned. R6 will need to suggest to Cowart a person to fill out the Alternate position and take Sarah Rinne's term of Director through 2016.

BY-LAWS & RULES. Sarah Rinne (Wayne Hyatt). See Rules Report.

POLICIES AND PROCEDURES. Dieterich and Green. Dieterich would like to change Media Advisory Committee Chair title back to HoofPrint Advisory.

PROTEST. Meroshnekoff. No protests.

PLANNED AND CHARITABLE GIVING. Cowart. No report

RIDE SANCTION. Patsy Conner sent a report.

CLINIC SANCTION. Linda Clayton. Report filed.

MANAGEMENT. Kimberly Murphy. No report filed. Lori Rand sent a letter to the BOD before meeting regarding long waiting times at rides. Meroshnekoff suggested that each region have a meeting for all of their Ride Managers. Managers need to know that they are the boss of their ride, and that they can tell a judge not to hold up riders. Dieterich will work with Kim Murphy to develop educational points regarding trail delays to go to all Ride Managers and Judges.

RULES INTERPRETER. DeMattei reviewed her report.

INSURANCE. DiNatale. No changes to insurance.

SAFETY. Bob Insko reviewed the accident reports that have been received.

MARKETING/ PUBLICITY/WEBSITE/E-NEWS. Bev Roberts. Report filed. Jean Green sent report on E-News. Gunckel and Muench will confer with Bev Roberts on marketing ideas.

NATIONAL AWARDS PRESENTATION. Region 5 will handle awards presentation at the convention as hosting region.

SOCIAL MEDIA. Rinne and Jonni Jewell. Facebook group has 1,622 members. Rinne has created a YouTube Channel for NATRC. Now we need videos to be posted and a link from our website. Consensus that we need quality videos and standards for those videos.

BUSINESS MODELS AND MEASUREMENTS. Swiss. No report filed.

SPONSORSHIPS. Parys and Chuck Smith. Parys stated that over \$4200 has been collected this year. Discussion on how to use the \$1000 in gift cards from Riding Warehouse. Consensus to use that for a raffle. Riding Warehouse will also give NATRC members a 10% discount and a 5% rebate to NATRC on purchase by NATRC members. Distance Depot is also offering a discount to new members.

MEDIA ADVISORY. Dieterich filed report. Dieterich outlined the various committee chairs and their roles in working with media resources. Dieterich would like to be replaced as Chair of this committee.

RIDERS AND JUNIORS. Meroshnekoff. No report.

Meeting adjourned until 8 a.m., July 16.

SECRETARY/TREASURER'S REPORT. Malone reviewed reports. Membership income is below budget. Sponsorship income is above budget. Budget had \$23,075 budgeted for Marketing, only \$3281 spent so far. Discussion on whether all of the money budgeted for marketing will be used. Rinne spoke on Member Loyalty program. She is still working on the list. BOD may need to help with some names. By November she should have cost estimates. The \$5000 budgeted for member loyalty program will not be spent this year. Bev Roberts would like to see a classified display ad in *The Trail Rider* magazine at \$166 for each of 8 issues. **Motion by Horne, seconded by Rand, to accept Robert's recommendation that we advertise in *The Trail Rider* magazine for 8 issues. Motion approved.** Steinke will also work with Mary Ashley McGibbon to choose past articles from *Hoof Print* to submit to *The Trail Rider*. Malone reviewed balance sheet.

Further discussion of Marketing report. Cowart asked about using a fund raising consultant. He will investigate. Malone asked about the possibility of raising dues. Consensus by BOD not to do that at this time. Horne raised the idea of having a 1-year and 3-year membership, with the 3-year membership being slightly less expensive. Dieterich felt that NATRC needs to make a real commitment to improve our product and make people want to join. Rand would like to see more articles in *The Trail Rider* magazine explaining why NATRC is a good value. She emphasized that riders need to know that the BOD is doing something about waiting time on trail and in camp. Dieterich stated that the ride experience starts with the RMS. The RMS needs to be made as friendly as possible. She also pointed out that the Rulebook could be separated into administrative and ride rules. That could make it less cumbersome.

FOUNDATION. Conner. Meeting scheduled after the General Meeting at National Convention.

DRUG TESTING. Kay Gunckel, DVM. Gunckel has sent out testing kits. At least one ride in each region will be tested, with the possibility of more.

VETERINARY DRUG COMMITTEE. Michael Peralez, DVM. No report. Questions arise on drugs. Some drugs like thiamine or magnesium are allowed in small levels, but not at larger performance enhancing levels. Questions arise regarding antibiotics. Dieterich stated that antibiotics are not permitted. Gunckel stated that if a horse requires treatment with antibiotics, they should not be competing.

TRAIL ADVOCACY. Mary Hanson. Report filed. Hanson attended a SETC meeting last weekend and represented NATRC, along with being one of the speakers.

EDUCATION. Dieterich. Report filed. Emphasized that we need quality videos on our You Tube channel. Bev Roberts has created standards for the videos.

MEMBERSHIP RECRUITMENT AND RETENTION. Cowart. No one was named for these areas since this is the responsibility of the entire BOD. Cowart suggested that each region contact the new members that took advantage of the free memberships this year. He also wants each region to contact those members that have not yet renewed for 2016. Gunckel would like to see a Chair for this committee. **Motion by Gunckel, seconded by Insko, to offer a 3-year membership for Single, Family and Junior memberships. Meroshnekoff asked that the motion be amended to add a discount of \$5 per year in each of the three membership categories. Single (\$165), Family (\$255) and Junior (\$105). Motion amended and approved.**

JUDGES COMMITTEE. Kay Gunckel, DVM/Priscilla Lindsey. Lindsey filed report. Lindsey outlined the Apprenticeship process.

Dieterich spoke about the scorecards and revisions before the next printing and distributed samples. Percentages need to be added for horse card. Vet Judging Standards will be added to the card.

Jill Talbot addressed the BOD. She talked about her Apprenticeship and the Apprentice/Mentor Program. She felt that the length of the process may need to be adjusted. She suggested that there may need to be more time between Apprentice and Provisional rides so that the Apprentice can get feedback. Discussion on trail observations and wait times.

CRI. Dieterich has been reviewing the scorecards that had CRI notations this year. Discussion on the CRI. R3 President wrote a letter citing the value of the CRI. Dieterich stated that Kerry Ridgeway, DVM, created the CRI as another tool, in addition to P&R's, to evaluate the condition of the horse.

Alternate Judges. Gunckel stated that a R6 ride wants to use a guest judge. This Veterinarian may just judge this ride, but not be interested in pursuing a NATRC Judging card.

HALL OF FAME. Jackie Coleman. No report.

BREEDS & ORGANIZATIONS.

- BREED LIAISON. Terry Silver. No report. Breed awards have been awarded by various associations and will be awarded on Saturday night at the 2017 convention.
- AHA LIAISON-Bob Insko. No report.

HONORARY & APPRECIATION. Ruth Mesimer. Report filed.

ANNUAL POINTS/NATRC DATA/ NATIONAL RECOGNITION. Cheri Jeffcoat/Laurie DiNatale. Jim Menefee trophy is in need of repair and/or replacement. Cowart and Rand will research a replacement for that trophy. BOD will need to decide how the trophy will be retired.

ELECTRONIC MEETING COORDINATOR. Sallie Kudra. Please contact Kudra to set up conference calls.

STUDENT LOAN/SCHOLARSHIPS. Horne. An application for a Student Loan was submitted by Jason Klamm. **Motion by Muench, seconded by Rinne to approve a loan of \$2500.** Discussion. **Motion amended to a figure of \$1250. Motion approved.** Committee will work on promissory note and repayment schedules.

CONVENTION 2017. Region 5. Convention Chair, Marty Findley is working with Debbie Jones on convention. Convention will be held in Chattanooga, TN. Friday will be centered on fun activities, and Saturday more focused on education sessions.

Regional reports were submitted by R4 and R5.

Shared BOD amount is \$355.69.

Marla Stucky was nominated by Cowart to assume the duties of R6 Alternate Director. **Motion by Meroshnekoff, seconded by Steinke, to accept Marla Stucky as R6 Alternate Director. Motion approved.**

Old Business:

1. Electronic Scorecards. No action.
2. Riders Manual. Dieterich is working on revision.
3. Strategic planning. Continues.
4. RMS. Peter Yovich has moved the new RMS site to GoDaddy. Eventually the NATRC website will join the RMS on GoDaddy.
5. NATRC Historian. Patsy Conner submitted report.

New Business.

Rinne's resignation from the BOD will create a vacancy in Vice President position. **Motion by Gunckel, seconded by Rinne, to elect Meroshnekoff as Vice President, effective immediately after this meeting. Motion approved.**

Cowart asked the BOD to express to the BOD if they want to run for an officer position at November meeting. Meroshnekoff expressed interest in running for President.

Motion by Horne, seconded by Gunckel, to adjourn. Motion approved.

Respectfully submitted,

Laurie DiNatale

Full Minutes on file at National Office.