

Board Conference Call Minutes – May 13, 2019

President Monica Chapman called the meeting to order at 9:10 pm EDT.

Present were Monica Chapman, Michael Campbell, Connie Caudill, Angie Mikkelson, Jan Stevens, Tonya Stroud-Oaks, Dawn Hilliard, Nick Kohut DVM, Jessica Cobbley, Naomi Preston, John Parke, Lisa Schneider, Susan Kasemeyer, Vance Stein, Shawn Bowling, Olin Balch DVM, Bob Marshall DVM, Mike Maul, Christoph Schork, Tim Worden, Nina Bomar and Executive Director Kathleen Henkel.

Monica Chapman withdrew the Board Refresher discussion from the agenda due to the absence of Troy Eckard, he dislocated his shoulder today.

Olin Balch DVM made a motion to accept the agenda, Connie Caudill seconded. Motion passed

Susan Kasemeyer made a motion to approve the 4/8/19 AERC Board meeting minutes. Tonya Stroud-Oaks seconded. Motion passed.

Olin Balch DVM made a motion which was seconded by Connie Caudill to excuse Troy Eckard, Marcia Hefker-Miles and Mollie Krumlaw-Smith. Motion passed

The Statistical report was presented by Kathleen Henkel

Membership as of 5/25/18 4460

Membership as of 5/10/19 4189

Sanction fees as of 5/10/18 \$ 12,355.00

Sanction fees as of 5/10/19 \$ 12,935.00

Rider fees as of 5/10/18 \$ 18,033.00

Rider fees as of 5/10/19 \$ 15,607.00

New members as of 5/25/18 385

New members as of 5/10/19 341

Monica Chapman informed the Board that Lisa Schneider was stepping down as the chair of the Rules Committee. Monica Chapman nominated Michael Campbell as the new chair of the committee. Monica Chapman also nominated Nina Bomar as co-chair on the Membership Committee. Susan Kasemeyer made the motion to accept both of the appointed nominations which was seconded by Jan Stevens. Motion Passed.

Lisa Schneider gave an update on the strategic plan and said that the Horse Welfare group has made progress but still needs more work. She has been working with the Education and Horse Welfare groups which are both coming along well. Angie Mikkelson has made good progress during the last couple of weeks with the Membership Committee.

Monica Chapman presented an update on the Trail Committee metrics. The Trails Committee has three goals.

1. Develop a national approach for rides held on public lands.
2. Develop a plan for use of funds donated specifically for trails.
3. Market success stories from projects that received funds from the trail grant program

Monica Chapman is still working with the signing an MOU with the BLM. To get this to move forward she will get her legislatures involved. She reached out to her Senator who contacted the BLM. The BLM then stated they would get the process started. Monica Chapman was disappointed that this has been on going since January.

Trail Masters classes. Planning on having one in May (Oklahoma) and another one in September (possibly in Wisconsin).

Metrics for Trails

- A. Log 9,000 hours a year on trail work.
- B. Direct donations. Goal is to obtain \$8,000 a year. To date \$8,100 in trail donations.
- C. All donations- Goal \$15,000 a year. To date \$8,175. (55% of goal so far). These donations are for Trail Master Classes, Trail grants, outside grant funds.

Angie Mikkelson gave a detailed update on the Membership Group's strategic plan.

- A. Reverse the decline of members.
 1. Retain existing members and increase new membership. Metric goal is to have a 3% increase over the next 3 years.
 2. First year members retention rate- increase 5% over the next 3 years. The plan is to contact the non renewing members and send them a survey which will ask multiple choice questions so that a graph can be made to help understand the reasons many do not renew.
 - B. Utilize membership committee and our mentors to contact people. The mentors will be contacted by the committee to make sure they want to continue as mentors.
 - C. Monthly column in Endurance News on Green Beans/new members.
 - D. Create more incentives to become and continue as AERC members. Look into having horse insurance as a membership perk? Marketing materials for ride managers to hand out to new people from the AERC Office with the AERC brand.
 - E. Continue the grass roots efforts. Have novice clinics and intro rides, regional directors to work with regional clubs to have at least ne clinic in every region over the next 3 years.
 - F. Introduce new riders to the green bean program.
 - G. Technology; improve website, making an option to have a digital copy of Endurance News, improve social media by encouraging supporting and education input.

- H. Ride Managers- retain established ride managers as well as developing materials and information to bring in some new ride managers. Create recognition program for ride managers. Make list of mentors for ride managers. Improve ride starts per region.

2. Joint efforts to work with regional endurance groups.

- A. Merge Green Bean program to be further aligned with AERC (webpage, ect). Keep Green Beans involved once they move out of the program.
- B. Research partnerships with organization with similar interest.

Monica Chapman thanked Angie Mikkelson for the time and energy that has been put into this.

Lisa Schneider said she was looking at the Green Bean website and even though they are connected with AERC and all Green Bean members have to be AERC members that there still seems to be a disconnect. She felt there is a need to work toward a more seamless transition between the two websites. Kathleen Henkel stated that she would contact Griffin this week to reiterate that all materials on the Green Bean site needs AERC Office approval.

Kathleen Henkel gave an update on the 2020 AERC Convention to be held in Jacksonville, FL. From the feedback that she has received the site has met the approval of many members. The Southeast Endurance Riders Association will be working with her on the convention and already have things in motion for the event.

Kathleen Henkel has different programs/drawings set up as incentives for members to get their renewals completed. The office is gearing up for another drawing.

Monica Chapman said there will be a change of date of the June AERC Board meeting. The meeting will be held on June 17th.

Monica Chapman said that the AERC Office had observed that some members do not update their e-mail addresses when renewing which makes them miss important notices and updates from AERC. She urges people to make sure they update this information.

Monica Chapman reviewed the following Action Items from previous meetings.

1. Monica Chapman to send out strategic plan group and leaders. *Completed
2. Strategic plan- April 22 is the deadline that the groups will need to meet to determine their implementation/metrics plan. The Board will expect the groups to have the information together by the May conference call. Lisa has offered to help any of the groups. *Making strides in getting it wrapped up. The June meeting is the goal for completion.
3. Monica Chapman/Trails Committee working on MOU with the BLM. *Will keep Board updated.
4. Vance Stine will get a quote on a 3 Mil ride liability from Equisure and get it to the Board. *Working on putting a meeting together in the next couple of weeks.
5. Diane Leshner will get proposals for Vance Stine on D&O insurance from other carriers. Vance Stine will look into reduced fees on horse insurance for members wanting to insure their horses. *Will be working on this
6. John Parke and Mollie Krumlaw-Smith will look at 7.09 of the supporting organization bylaws and give clarification to the Board at June BOD CC. *Pushed back to at least the June meeting.

7. The consent by adoption of the bylaws will need to be signed by John Parke, Mollie Krumlaw-Smith and Don Fehrs (to be completed after #2). *Pushed back to at least the June meeting
8. John Parke and Mollie Krumlaw-Smith will follow up with the attorneys to finalize all paperwork for the supporting organization once an EIN is received from the State of California. *Pushed back to at least the June meeting.
9. Work on making meetings easily accessible to members within the next two months. *Will have one more practice session and then open the meeting to members as long as Kathleen Henkel is comfortable that she can mute everyone and be assured the Executive Session is closed. John Parke asked that names be assigned to all the phone numbers so that members can see who is talking. Kathleen Henkel and Monica Chapman will sort this out before the next call. Open meeting goal set for the August meeting or first meeting after midyear.
10. Location set for the convention is completed by Kathleen. *Completed
11. Troy Eckard, Vance Stine, & Competitions Committee will work on Moderate ride details and bring back to the board at midyear.
12. Monica, Jan, Heather, Barbara Baris & Lisanne Dorian work on developing a Safe Sport policy and have it ready to roll out at the mid-year meeting.

John Park suggested that we discuss draft policy for the ADA. He had received some excellent advice from an expert on this from an attorney from Washington DC, in 2017. He didn't think it had progressed since then. This could affect both AERC and our ride managers. Monica Chapman asked John Parke if he would send her the information that he had on the ADA advice. John agreed that he would send the bullet points and the information from a presentation he had presented at a past board meeting.

Angie Mikkelson asked Lisa Schneider to explain the difference between strategic plan and membership committee. Lisa Schneider explained that the Strategic Plan directs all our activity, the Membership Committee is the next level down and is directed to implementing the plan.

Angie Mikkelson stated that she added Kathleen Henkel to the Membership Committee to give them the ability to work on new things and not just repeat what has been done in the past. She also added Deb Moe and Griffen Keller to the committee, they are both part of the Green Bean movement. Angie Mikkelson would like to send out a renewal notice once or twice a year, and make it personal by adding their ride completions. There will be a link to the survey that will have a prize. (Redmond Salt will sponsor at this time). She would like to start a new FB page with Board members from both AERC and regional club Board members.

Another project that Angie Mikkelson is working on are monthly Webinars for members only.

Monica Chapman suggested to Angie Mikkelson that she may want to reach out to each committee to ask them to come up with seminars. John Parke stated he had given a seminar on trail navigation and the use of Gps. He said it was well received and that he would be willing to have another one.

Lisa Schneider hopes Board members will consider attending the AERC National Championship ride. Melissa Ribley sent out invitations to each of the Board members.

Jan Stevens asked where the Vet Committing is sitting on the drug testing program for 2020? As of December 1st we will need to have our own program up and running. Monica asked Michael Campbell to check with the Vet Committee. Nick Kohut DVM said the drug testing program is currently up and going. Some rides have been tested this year. Nick Kohut DVM said he spoke to Jay Mero DVM and that she is hoping to continue with the current program but the Vet Committee will have another program to fall back on if the current one doesn't continue. The UK drug testing lab will have state of the art testing

with a grant they just received. The Board would like to see the future drug testing plan by the midyear meeting. Both Nick Kohut DVM and Michael Campbell agreed to take this request to the Vet Committee.

John Parke made a motion to adjourn at 10:10 pm, seconded by Olin Balch DVM. Motion passed.