

AERC Board meeting minutes June 13, 2022

Nick Kohut DVM called the meeting to order at 8:05 p.m. EDT

Board members present were Olin Balch DVM, Connie Caudill, Monica Chapman, Jessica Cobbley, Gunnar Frank, Bridget Helms, Dawn Hilliard, Susan Kasemeyer, Nick Kohut DVM, Bob Marshall DVM, Mike Maul, John Parke, Maribel Paulson, Naomi Preston, Tami Rougeau, Linda Rudolphi, Lisa Schneider, Christoph Schork, Mollie Krumlaw-Smith, Kelly Williams-Stehman, Jan Stevens, Vance Stine, Laurie Underwood, Tim Worden.

Also present were Executive Director Kathleen Henkel, Troy Smith and Kyra DeMartini and Legal Committee member Dee McDonald.

Jan Stevens made a motion to accept the agenda, seconded by Lisa Schneider. Motion passed

A motion was made by John Parke, seconded by Tami Rougeau, to excuse Susan Garlinghouse -out of range; Stephanie Palmer-DuRoss – employment conflict. (Mollie Krumlaw-Smith was also included in the motion but was able to join the call soon after the start.) Motion passed.

John Parke and Vance Stine apologized for their absences in the May 9th meeting.

Kathleen Henkel reviewed the membership statistics.

Membership as of 6/11/2021	4272
Membership as of 6/10/2022	4140
Sanction fees as of 6/10/2021	\$10,240.00
Sanction fees as of 6/10/2022	\$11,730.00
Rider fees as of 6/10/2021	\$22,492.00
Rider fees as of 6/10/2022	\$21,901.00
New members as of 6/11/2021	469
New members as of 6/10/2022	398

Motion to approve the May 9, 2022 minutes, was made by Susan Kasemeyer, John Parke seconded. Motion passed.

Monica Chapman gave an update of the recent American Horse Council annual meeting which she attended in Washington DC. It was noted that outdoor recreation has substantially grown over the past couple of years. This growth has prompted shared use between the different user groups. AERC member Margaret Reynolds was an informative speaker at the meeting, with her topic being “Taking Business to the Next Level”. There was an interesting panel speaking on “Working Smarter not Harder”. They spoke about different ways to make life easier for organizations, such as sharing cost, outsourcing and more.

Nick Kohut DVM gave a short update on the AERC National Championship ride that was held over the weekend at the Old Dominion site in Virginia. Several Board members worked the event.

Monica Chapman reviewed proposed changes to the Strategic Plan.

- The Membership Group removed the goal which targeted our membership at 7,500 and the goal to hire a marketing person. The 7,500 mark is not realistic since AERC has never reached the 7,000-member mark. Additionally, in the past AERC hired a marketing person but this strategy did not produce the results that had been desired.
- The Education and Equine Welfare Group added a goal to provide support and proper compensation to ride veterinarians to keep current veterinarians and attract new veterinarians.
- The Governance Group added a succession plan for the office and a transition plan for IT.

John Parke commented that he would like to see the Trails Group add a fourth goal that would identify obstructions which limit putting on endurance rides. He would like the Trails Group to ask people to identify what prevents a ride manager from being able to put on a ride. Monica Chapman asked if he knew of ways to implement the goals. John Parke stated that he would send her an email this week which provides a sample of the language he would like to see in this goal, as well as examples which identify the issues he described. He also felt it would be useful to have a workshop discussing the issues, either at the midyear meeting or on a Zoom call with a smaller group of interested people. John Parke and Trails Committee co-chairs Dawn Hilliard and Monica Chapman will get on a call to set something up. Monica Chapman shared her disappointment that she has been unable to find a trail advocate from California who is willing to serve. She said the members need to step up and get involved.

John Parke conveyed that he would like the Membership Group to have a projected goal for membership numbers. He would like to see numbers more realistic than what was previously listed. Kathleen Henkel said she would take it under advisement and discuss it with the Membership Group.

A brief discussion occurred to discuss reaching out to land managers to determine what trails are designated for different types of trail users. Once designated it is difficult to revise but having a good working relationship with the land managers will help in discussions. AERC needs members to work on the trails and build good relations.

- Mollie Krumlaw-Smith provided an update for the Finance Group. She has been working on the ALF website and hopeful it will be up and running by July 1st. People will be able to go there to donate funds.

Monica Chapman requested that the Strategic Plan groups which had changes in their plans work on the implementation of those goals.

The revised Strategic Plan will be voted on in the July 2022 meeting.

AERC Committees responsibilities discussion.

Nick Kohut DVM requested input on a policy which sets forth the basic responsibilities of committees as related to the Board, as well as for discussion of concerns relating to use of the AERC logo.

During this discussion Gunnar Frank stated that committees should develop a plan, the Board should approve the plan and then the committees execute the plan.

Jessica Cobby would like a general idea of what the Board wants so that the committee chairs can take it back to their committees so that they know how to proceed.

Some felt AERC should research having the logo registered/copyrighted or trademarked and seek professional guidance on the cost and how to defend our logo against unauthorized use. There is a possibility that we have a sponsor(s) that will help finance the protection of the AERC brand. Kathleen Henkel said she gets requests from ride managers asking for the use of the logo on awards.

Mollie Krumlaw-Smith felt the Governance Committee should work on a policy and bring it to the Board for approval. John Parke said that we should make a motion stating that the sole authority of the use of AERC's logo or motto would require Board approval. Christoph Schork said that the Governance, Rules and Legal Committees should get together and write a policy to be discussed next month.

It was also stated that not every item would need to come to the Board for approval, such as things used for daily business.

Nick Kohut DVM would like to incorporate Christoph Schork's idea of having the three committees working together on a policy and having a qualified attorney's opinion on it before bringing it to the Board, hopefully next month.

Executive Session.

At 9:34 p.m. John Parke made a motion to go into executive session for legal discussion, Susan Kasemeyer seconded. Motion passed.

At 9:50 p.m. Christoph Schork made a motion, seconded by Susan Kasemeyer to leave executive session. Motion passed.

New AERC Website.

Kyra DeMartini impressed the BOD with a brief demo of the new website. The office is happy with how it looks. The office has worked hard from the start to bring this to fruition. There are still some bugs to be resolved, but the office will work on getting them fixed.

Susan Kasemeyer moved to adjourn at 10:03 p.m., John Parke seconded. Motion passed.

Respectfully submitted by Connie Caudill