

July 11, 2022 AERC Board meeting minutes

President Nick Kohut DVM called the meeting to order at 8:03 p.m. EDT

Board members present were Olin Balch DVM, Connie Caudill, Monica Chapman, Jessica Cobbley, Stephanie Palmer-DuRoss, 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, Mollie Krumlaw-Smith, Kelly Williams-Stehman, Jan Stevens, Vance Stine, Laurie Underwood and Tim Worden. Also present were Executive Director Kathleen Henkel and Legal Committee members Dee McDonald and Barbara Baris.

Motion to excuse Christoph Schork who is traveling and Susan Garlinghouse DVM, was made by Connie Caudill, seconded by Olin Balch DVM. Motion passed.

Lisa Schneider made a motion to accept the agenda, seconded by Tim Worden. Motion passed.

Tami Rougeau made a motion to approve the June 13, 2022 Board meeting minutes, seconded by Lisa Schneider. Motion passed.

Kathleen Henkel reviewed the membership report with the Board.

Membership as of 6/22/2021	4339
Membership as of 7/1/2022	4214
Sanction fees as of 7/1/2021	\$10,805.00
Sanction fees as of 7/1/2022	\$11,850.00
Rider fees as of 7/1/2021	\$26,125.00
Rider fees as of 7/1/2022	\$24,615.00
New members as of 6/22/2021	494
New members as of 7/1/2022	434

Motion Regarding the 2023 Spanish Peaks and Wahatoya Cup Rides

Jan Stevens presented a motion from the Sanctioning Committee for approval of a date change for the Spanish Peaks Pioneer ride to August 19-23, 2023, with the Wahatoya Cup to follow. The rides are managed by Tennessee Blouin. The rides have been approved by Jan Stevens. The motion from Committee passed unanimously.

Motion Regarding Future National Championship Rides

Connie Caudill presented a motion from the National Championship Committee to determine future venues and ride management for the years of 2023-2025.

2023 – Armadillo – held on either the 2nd or 3rd weekend in October in Kennard, Texas with ride managers Bo and Linda Parrish.

2024 - Mary and Anna Memorial – held at Outback Station held either late August or early September, near La Pine, Oregon with ride managers Max and Darlene Merlich.

2025 - Biltmore – held at Asheville, North Carolina the first weekend in May with ride manager Cheryl Newman.

The ride rotates around the regions in order to give all members a chance to compete in the National Championship Ride. Recent previous National Championship rides were held in:

2019 – California - PS region

2021 – Montana - MT region

2022 – Virginia - NE region

Proposed future National Championship rides:

2023 – Texas - CT region

2024 – Oregon - NW region

2025 - North Carolina - SE region

AERC will provide the ride manager \$5,000 for expenses and \$3,500 in completion belt buckles. The AERC Office will help with monthly advertisements in Endurance News. The motion from committee passed unanimously.

Motion Regarding Logo Policy

Connie Caudill presented the Logo Policy on behalf of the Governance group, the Legal and Rules Committees. The proposed motion:

The AERC Logo will be of one solid color with the horse and rider facing away, and stylized mountains in the background. Color or color scheme may not represent a political or social movement or cause. The logo cannot be changed in any way including but not limited to wording in the background or foreground without Board approval.

With permission from the AERC Executive Director, ride managers may use the approved logo for their ride advertisement, flyers or awards.

After discussion, Lisa Schneider made a motion to amend the motion to include “vendors”. The motion for amendment was seconded by Monica Chapman. The motion passed with one abstention.

Tim Worden made a motion to further amend the motion to add products and services sold. The motion to amend was seconded by Lisa Schneider. Motion to amend passed with two abstentions.

Motion Regarding Amended Logo Policy

The AERC Logo will be of one solid color with the horse and rider facing away, and stylized mountains in the background. Color or color scheme may not represent a political or social movement or cause. The logo cannot be changed in any way including but not limited to wording in the background or foreground without Board approval.

With permission from the AERC Executive Director, ride managers and vendors may use the approved logo for their ride advertisement, flyers, awards, or products and services sold.

The motion passed with three abstentions.

Kathleen Henkel will contact Chris Delfino to discuss the AERC brand and trademarking our logo in more detail.

Motion Regarding Policy for Committees and Subcommittees

Nick Kohut DVM presented the motion for a policy for Committees and Subcommittees from the Governance group, Legal and Rules Committees.

1. Committees and subcommittees are created by and are accountable to the Board. A chair is appointed by the President and approved by the Board. The chair may select committee and subcommittee members or as their charters dictate.
2. Before taking any action, each committee and subcommittee will have a charter approved by the Board. Actions that fall outside the charter must have Board approval before proceeding.
3. Committees and subcommittees are to operate within their charters and have no authority beyond what is given to them by the Board.
4. The President (or an executive committee member appointed by the President) must be included on all committee and subcommittee emails. The office sets up the committee and subcommittee email groups and lists all committees, subcommittees and their members on the website. Exceptions to this item in the policy are the Legal and Protest Committees.
5. Committee and subcommittee members must be AERC members within 30 days of being placed on a committee or subcommittee. Current committee and subcommittee members must keep their memberships updated by renewing their memberships within 30 days of the new season.

The motion passed unanimously.

Kathleen Henkel will send Committee chairs a note to update committee charters as needed.

Motion to Implement the Young Riders Award Division

Tim Worden presented the motion on behalf of the Rules and Bylaws Committee to Implement the Young Rider Award Division.

A motion to add a new Young Rider Award division was passed by the Board on February 18, 2016. Due to software limitations, it wasn't possible to implement it until now. The current rules needed to be revised to include the Young Rider division which will be implemented on December 1, 2023.

CHANGES TO THE EXISTING RULES ARE NOTED IN UNDERLINED TEXT

8.5.2 There are weight divisions and a Young Riders division within the Senior Division. Competitors are recorded in weight divisions or the Young Riders division as indicated in the ride results. Weight division riders and Young Riders earn points per mile and bonus points based upon the charts in Appendix A "Points Per Mile, Senior Division". The number of year-end award recipients for riders in weight divisions and in the Young Riders division are determined by the number of riders in each region.

8.5.2.5 Young Riders, consisting of riders who are between 16 and 21 years of age as of the first day of the AERC ride season (December 1). This division also includes any Juniors (under 16 years of age) who have been granted permission to ride unsponsored per rule 10.3.

8.5.2.6 For a rider to stay within a weight division, they must meet the minimum requirement but need not stay under the maximum parameter.

After a brief discussion, the motion passed unanimously.

Midyear Meeting

Nick Kohut DVM explained the virtual midyear Board meeting format that will be held on August 6, 2022, starting at 10 a.m. EDT.

Strategic Plan Updates

Monica Chapman led a discussion on the revised AERC Strategic Plan with the Board.

The following strategies are supportive of the Bylaws, and specifically the purpose of the organization. These strategies were derived from evaluation of where the organization is today and what its needs are. All of them are interrelated and AERC's long-term survival and growth depends on achieving the goals for each one over the next five years. Tracking will be done on at least a quarterly basis.

Strategic Concerns

1. Membership

A sizable membership allows the organization to be financially stable enough to do more for its members, more for our equine partners regarding welfare, education and research, and trails preservation.

Goal 1. Retain existing members and increase the number of new members

- a) Use AERC's website as an advertising tool as this is the manner in which many new members find us. Optimize opportunities on the website to include various stories and drawings, etc. for various types of users.
- b) Continue grass roots efforts with Introductory Rides to increase new member potential.
- c) Continue educational clinics across all regions, both to add new members and to improve retention of existing members.
- d) Create a program to develop new ride managers.
- e) Target number for membership is 5,300 by the end of 2023.

Goal 2. Joint Efforts

- a) Research partnerships with organizations that have similar interests: Memorandums of Understanding (MOU), trail preservation and access, co-hosting events, joint marketing, joint lobbying, joint use of assets, drug rules, and rule development.

2. Financial Stability

Having a five-year financial plan directs the operations of the organization by prioritizing where we spend our money and creates long term stability in the event of economic down turns.

Goal 1: Effective and efficient administration of day to-day finances.

Goal 2: Develop short term and long-term investment strategy with professional assistance.

Goal 3: Ensure contingency plans are in place, which includes natural disasters affecting the office and financial or membership growth.

Goal 4: Establish and fund a Supporting Organization for endowments/bequests.

3. Trails Preservation

Without trails, our organization will cease to exist. Many federal, state and private lands are being closed to trail riders or being developed. Continual lobbying for equine access on federal and state lands and development of access to private lands is critical to AERC's survival.

Goal 1: Develop a national approach for rides held on public lands.

Goal 2: Develop a prioritized plan for use of money donated specifically for trails.

Goal 3: Market success stories from trail projects and AERC grants.

4. Education and Equine Welfare

AERC must be seen as the pioneer in equine welfare and continuing education of its members while exemplifying the motto of "To Finish Is To Win" and the primary criterion of "Fit To Continue".

Goal 1: Continuing our leadership in the protection of the welfare of our equines.

Goal 2: Identify and support needed areas in endurance horse research.

Goal 3: Develop a plan for more complete, professional investigation of horse fatalities.

Goal 4: Improve endurance ride practices, including vet checks, to more effectively identify horses that may have metabolic issues and to reduce horse fatalities and injuries.

Goal 5: Educate membership on best practices of equine management and educate the public of our commitment to those practices.

Goal 6: Create a program to recruit and train new control judges and treatment veterinarians.

Goal 7: Provide support and proper compensation to control judges and treatment veterinarians to keep current control judges and treatment veterinarians and attract new control judges and treatment veterinarians.

5. Governance Board members must provide strategic leadership with a focus on financial sustainability.

Goal 1: Identify clear allocation of responsibilities between staff, Executive Director, President, and Board members.

Goal 2: Improve effectiveness of Board meetings and encourage full participation by Board members.

Goal 3: Require effective use of committees to allow the Board to focus on strategic items.

- Goal 4: Encourage clear communication with the Executive Director.
- Goal 5: Increase regional director responsibilities.
- Goal 6: Ensure continuity of understanding with new Board members.
- Goal 7: Improve communication between Board members and the members of the AERC.
- Goal 8: Engage in joint efforts with other organizations in the US and in other countries for endurance riding and other disciplines to support equestrian sports.
- Goal 9: Plan of succession for the office.
- Goal 10: IT transition plan.

Tami Rougeau made a motion to approve the revised Strategic Plan, seconded Susan Kasemeyer. The motion passed unanimously.

Monica Chapman asked that the Strategic Plan groups work on implementing these goals and bring to the Board.

John Parke moved to adjourn at 9:08 p.m., seconded by Susan Kasemeyer. Motion passed.

Respectfully submitted by Connie Caudill