

## November 14, 2022 AERC Board meeting minutes

President Nick Kohut DVM called the meeting to order at 8:04 p.m. E.T.

Board members present were Olin Balch DVM, Connie Caudill, Monica Chapman, Jessica Cobbly, Stephanie Palmer-DuRoss, Gunnar Frank, Susan Garlinghouse, DVM, Bridget Helms, Dawn Hilliard, Nick Kohut DVM, Bob Marshall DVM, Mike Maul, Maribel Paulson, Naomi Preston, Tami Rougeau, 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 and Legal Committee member, Dee McDonald.

Absent - Susan Kasemeyer, John Parke and Linda Rudolphi.

Susan Garlinghouse DVM, made a motion to accept the agenda, seconded by Lisa Schneider. Motion passed.

Susan Garlinghouse DVM moved to approve the October 10, 2022 meeting minutes. Seconded by Tami Rougeau. Motion passed.

Kathleen Henkel updated the Board on the Membership report.

Membership as of 11/5/2021	4,722
Membership as of 11/9/2022	4,583
Sanction fees 11/9/2021	\$11,300
Sanction fees 11/9/2022	\$12,285
Rider fees 11/9/2021	\$55,118
Rider fees 11/9/2022	\$52,652
New members as of 11/5/2021	690
New members as of 11/9/2022	633

### Continuation of Ethics Committee Discussion

Nick Kohut DVM continued the October meeting discussion concerning the Ethics Committee. He stated that the current request before the Board is to form the committee, not to appoint the chair. He requested the Board to approve the Ethics Committee. Vote passed, with one no vote.

### Strategic Plan Updates

Monica Chapman spoke on behalf of the Governance Group. She noted that the group will be meeting on Wednesday and will review the employee handbook that has recently been updated by Kathleen Henkel. Mike Maul will be on the call to go over the IT disaster plan and Kathleen Henkel will update the group on the office disaster plan.

Dawn Hilliard spoke for the Trails Group. She was happy to state that the group sent out a spread sheet to the Board which contains all the AERC rides and which type of land agency (public or private) each ride is held on. Monica Chapman informed the Board that the MOU with the Forest Service is coming along well and is in the final stages of signing.

Lisa Schneider suggested that the Membership Group may want to focus showing the benefits of AERC membership to former members who now ride as day members. This may be a better way to gain members and increase revenues rather than raising non-member day fees. Kathleen Henkel stated that at one time AERC distributed a tri-fold brochure which listed the benefits of membership and that she would look into getting it updated and reprinted to send out to ride managers, non-members and intro riders. Another suggestion was made to not keep track of mileage during the years a rider doesn't join AERC. Mileage records would be kept for any horse registered with AERC, but not for a non-member rider. This may encourage a member to keep their membership updated. Other discussions included restricting the database to paid members, which is what other equestrian organizations like AHA and USEF do; providing database access to non-members on a "pay as you go" basis; and marketing focus on what AERC does for members and non-members, such as providing access to Forest Service and BLM trails, trails maintenance, and spelling out the ways AERC supports a ride manager's ability to offer rides.

Connie Caudill made a motion to go into executive session to discuss a legal matter at 8:28 p.m. Seconded by Mollie Krumlaw-Smith. Motion passed.

At 8:45 p.m. Vance Stine made a motion to come out of executive session, Connie Caudill seconded. Motion passed.

Kathleen Henkel reported that the AERC convention to be held in Jacksonville, Florida was coming along well. Almost all the booths have been sold. Registration should open on December 1<sup>st</sup>.

A discussion was held concerning the AERC Legacy Foundation and advertising it at the Jacksonville convention. Mollie Krumlaw-Smith will get things together, such as a banner and other items, so that ALF will have a professional booth at the convention.

Maribel Paulson was informed by Kathleen Henkel that the Junior Event for the convention was ready to go.

Susan Garlinghouse, DVM offered her services as a clinic presenter to members who wanted to put on a clinic or seminar.

Jan Stevens made a motion to adjourn at 9:05 p.m. which was seconded by Vance Stine. Motion passed.

Respectfully submitted by Connie Caudill