

# Rio Verde Horsemen's Association

## Board of Directors' Meeting

February 14, 2017

**Attendees:** Marjorie Porter, Terry Stecyk, Carmela Lizzo, Mike Oster, Mo Wachman, Judy Riley, Jenny Powers

**Absent:** Lori Bridwell

**Committees:** None other than BOD members

**Guest(s):** None

### Reports:

#### **Minutes – Jenny**

Distributed via email. Minor edits received from Marjorie, edits made and clean copy sent to members. Motion made to accept minutes as distributed, seconded. Approved without discussion.

#### **Treasurer's Report - Judy**

The BOD members agreed to post only the annual financial report on the RVHA website as was done for 2016. Judy distributed the Treasurer's report in advance. A motion was made to accept the report, seconded, approved without discussion.

#### **Membership – Mo**

As of this meeting there are 398 members, 20 of those are new for 2017. As of this date in 2016 there were 460 members, in 2015 at this time there were 502 members, which reflects a downward trend in membership. Possible explanations are the availability of other sources of information online such as various sites on Facebook and Neighborhood Next Door email systems. Advertising is also free on many Facebook sites, for example Swip Swap.

It was suggested that RVHA offer real estate agents doing business in our area the opportunity to provide a complimentary membership when closing on home purchases. A motion to provide this option to realtors was made and approved without opposition. The program will begin with Bonnie Burke to include the offer in the Welcome packet to extend the scope of the packet. Marjorie is able to track the results of this offer.

#### **Facebook - Terry**

There are 779 "likes" and 758 following to obtain postings in the newsfeed.

### Old Business

#### **Area Awareness – Mike**

At the January 3 Board meeting, the committee's job description was approved and there was interest in the following:

- Announcing the formation of the committee
- Publishing the job description

- Requesting volunteers from the membership to serve as “stewards” of anticipated projects

Mike proposed that an announcement about the committee be placed in the upcoming newsletter requesting participants. Provided there is interest, the committee will meet separately and Mike will report results to the Board. Mike provided text for the announcement.

There was some discussion of the plans for Reata Ranch, which appears to be going forward with the increased density approval given by Scottsdale, but perhaps without the “ranch” like flavor originally presented with “dude ranch” amenities. Mike will continue to monitor.

### **Social Events - Carmela**

#### **Chili Cook-off – February 26**

There are only 3 chili entries so far and one individual was a no-show at last year’s event so there is concern about reliability. There are 4 attendees registered. Carmela explained that 8-10 chili entries are needed and 25 attendees to make the event viable. An eblast will be sent to encourage attendance and request entries and RSVPs by February 18 or the event will be cancelled.

A discussion followed regarding member apathy and perhaps the long-standing events are no longer appealing to the different type of residents moving to the area. It was suggested Bonnie be invited to present information to the Board on the current demographics of home buyers in the Rio Verde Foothills to help the Board better know the audience and determine how to increase socialization and improve outreach. Carmela will invite Bonnie to present to the Board.

Mike suggested a Focus Group be convened to assess the membership situation and what residents are open to and interested in. The cost may be outside the scope of the association but the suggestion will be considered when more information is available at a future meeting.

Combining events – ie, chili cook-off with archery, gymkhana demonstrations, trail rides, to reach more members and increase interest was an interesting suggestion and will be considered for fall events.

#### **Dinner/Dance – March 18**

The dinner dance will have a Mexican fiesta theme with catering by La Fonda Restaurant. The menu offers a wide selection and is easily under \$25 per person with dessert and veggie trays. Pricing will be \$20 for members and \$25 for non-members and RVHA will provide drinks, chips, salsa, veggie tray and dessert. Carmela is in contact with the decorator to arrange décor and potentially receive the service as a donation.

Terry has been working on auction items for a silent auction, but without much success. It was suggested that a fall event may include a benefit, such as “fishbowls for charities” set up and each donation earns a ticket for a chance in the raffle for a grand prize.

Frank will set a button on the website to begin reservations for the dinner dance.

#### **Yard Sale – April 22**

Carmela has confirmed with Rural Metro and there will be a truck available for anyone interested in experiencing it.

### **Website Advertising-Mo**

There have been no changes since the last report.

### **Trail Ride Committee – Jenny**

Jenny presented an overview of the attempts at scheduling trail rides for the RVHA members.

- Full Moon Ride – October – cancelled with all 4 attendees cancelling the day of the ride
- Cold Turkey Ride – November – 8 riders, 4 committee members, 3 guests (non-members) and one RVHA member
- Rental Horse Ride – January – Cave Creek Outfitters, although weather was the reason used for cancellation, in reality only 2 riders signed up for rental horses, both non-members. One lunch sign-up (committee chair).

It was recommended that the committee disband due to lack of interest and that if a rental horse ride is planned the Social Committee will handle details with assistance from Jenny and Terry on the flyer and anything else needed. Changes on the website will be made as necessary. Jenny will notify the committee members of this decision. Motion made to disband the committee, seconded without opposition.

### **Roadside Clean-up – Mo**

Even with Scottsdale Livestock's 15% discount offer only 5 people participated plus some Board members. It is felt that December through February are not the best months for participation due to weather and the scheduling of so many other events in the Valley.

### **Bylaws Committee – Marjorie**

The revisions were sent for review and there were no major changes to the content. The flow is better now and a reference to the computer used by the secretary has been deleted as not necessary.

It was suggested that the Board combine presentation of the profit/loss statement; Bylaws changes; and annual meeting updated after the election to be announced with the date and time of the election event. Minor Bylaws changes may be approved by the Board. A motion was made and seconded to approve the revisions as presented. Motion passed.

### **Charitable Donations – Marjorie**

After review of the expenses anticipated for the balance of the year, Marjorie suggested the Board consider donations to approved charities at this time. Judy confirmed that funds are available to donate. There was some discussion as the decline of membership was seen as a potential reason to hold off on donations until later in the year after all expenses have been incurred and paid. No donations were made in 2016 due to the expenses involved with the newsletter production.

The donation schedule was developed as follows for \$2,100 in funding:

Foothills Food Bank \$150	Southwest Wildlife \$300
Verde Cares \$300	Four Peaks Animal Rescue \$ 500
AERO \$300	Reigning Grace Ranch \$300
McDowell Sonoran Conservancy \$250	

A motion was made to go forward with donations at this time, seconded and passed.

## **New Business**

### **Newsletter**

The deadline for articles is March 1. There will be an email promotion soliciting articles. It was suggested that the layout be reviewed to be less structured and have more interest, graphics and photos.

### **Snake Avoidance Training – Terry**

A number of dates are under consideration and Terry will research the venue with the Newbury property being preferred. Terry will write an article for the newsletter.

### **Membership Renewal Option**

Terry investigated the potential of automatic renewal based on an inquiry from a member. The fees are too high to justify offering this option due to monthly fees, transaction fees and credit card processing fees.

### **5K Trail Walk/Run**

It was suggested that RVHA offer a charitable benefit event in the Preserve where participants could bring dogs and awards would be given. This event suggestion will be added to the list for the survey to be developed once the demographics are better understood following Bonnie's presentation.

### **Tonto National Forest**

The gates for access to the Tonto Forest along 144<sup>th</sup> Street north of Lone Mountain Road are under consideration for removal based on a landowner's complaint regarding access by off road vehicles. Carmela is monitoring the project and will write an article for the newsletter about this proposed change.

### **Next Meeting**

The Board of Directors will meet on Tuesday, March 7 at 6:30pm for refreshments and 6:45pm to call to order. Meeting will be held at Lorill Equestrian Center.

### **Adjourned**

A motion to adjourn was made and seconded. Meeting adjourned at 9:05pm.

Submitted by:

Jenny Powers, Secretary