

Rio Verde Horsemen's Association

Board of Directors' Meeting

October 4, 2016

Attendees: Mo Wachman, Marjorie Porter, Jenny Powers, Terry Stecyk, Carmela Lizzo, Lori Bridwell, Mike Oster

Absent: Mike Foti, Judy Riley

Committee: Lisa Goettsche, Digital Newsletter

President's Comments

Marjorie thanked everyone for attending and noted the full agenda for this meeting. As a result, presenters are asked to keep reports brief and avoid side conversations that may distract from Board business during the meeting.

Reports

Minutes – Jenny

The minutes from the September 14 meeting were distributed via email shortly after the meeting. A few edits were received and revisions were made. A motion was made to approve the minutes as presented after edits and seconded.

Treasurer's Report – Judy absent – no report

Membership Report - Mo

Total membership as of 10/4/16 is 531, with 45 new for 2016. Since the September meeting there have been 11 members join – all new to RVHA. There are 67 associate members.

Facebook Report - Terry

Terry reported that there are now 732 “likes” up from 727 on the last report. Terry was able to change the “sign-up” button to “learn more,” which is more appropriate to direct users to the RVHA site.

Old Business

Newsletter – Marjorie & Lisa

Marjorie previously distributed feedback from Claudia on the first edition of the electronic newsletter. Claudia's perspective is appreciated. The following points were addressed:

- Newsletter will be sent in a separate email rather than as an attachment to another unrelated email message.
- It was suggested that the focus not be completely on horses and horse-related images. Our membership is diverse and the newsletter should reflect a rural lifestyle yet acknowledge many members do not own horses.
- The RVHA mission statement should be included in each issue at the top of the first page under the header.

- Due to the quarterly publication, a suggestion to link events to registration for the events is not workable. Registration notices will be sent with timing relative to the event schedule.
- No advertising will be included in the digital newsletter. Advertising opportunities are made available on the RVHA website.
- Newsletter should be archived on the website to allow members to retrieve past issues.
- It was suggested a photo of the author be included with the article written by that individual, but the Board felt this was unnecessary and declined to pursue the suggestion.
- It was suggested the next newsletter contain more neighborhood information, for example a feature on a member who does something noteworthy such as volunteer work, produces events for those less fortunate, etc.
- It was suggested information on members' horse showing or other competitive endeavors as well as clubs holding activities, clinics, etc. be solicited to be incorporated into the next issue.
- Lisa will draft a request for articles with the disclaimer regarding appropriate topics, subject to editing. Photos may be included. Lisa will prepare on-going reminders for each issue with the announcement of the deadline date to allow sufficient time for submissions by members. If Lisa has questions she should contact Marjorie.

Lisa was asked to determine the deadline for the next issue and December 10 was selected. The issue will be published December 15.

Website Advertising – Mo/Marjorie

Currently there are three paid advertisers and one complimentary advertiser. It was suggested small images representing advertisers be placed on the home page for increased visibility. Marjorie will talk to Frank to design this feature to increase awareness of advertisers.

Terry offered to compile a list of potential advertisers from various social media sites. Outreach to these vendors may result in increased number of advertisers.

Social Committee - Carmela

End of Summer Potluck – September 24

There were 75 attendees and the event was well-received.

Chili Cook-off – October 29

Postponed due to conflicts with Cardinals game timing. Discussion tabled for a future meeting with plans to hold the event in February. It was suggested the t-shirts for contestants be discontinued in favor of a gift, such as a ladle.

Holiday Bazaar – November 20 10:00am – 2:00pm

Since the Loma Vista property has been sold and is in transition, Carmela will contact the Rural Metro Fire Station as an alternative venue.

Hauled Water Issues - Carmela

The group involved in this issue met with ADWR with high level attendees. Options were discussed and information gathered to determine the next steps.

Trail Ride Committee – Jenny/Terry

Terry and Jenny met with Gregger Radcliff, Marketing Manager for Cave Creek Outfitters. Although the company's focus is corporate events and mostly in the evening, Gregger was open to hosting an RVHA ride during the day for a reduced cost, allowing privately owned horses to be part of the ride (with some restrictions) and allowing RVHA to bring refreshments and providing complimentary use of the facilities following a ride. Jenny and Terry will provide suggested dates to Gregger for a ride in January or February.

Jenny and Terry will also work with Lori to determine a date for a spring trail ride with rental horses. The pricing structure for both rides will be \$50 per horse rental (includes tip). Lunch will be \$5 for members and \$8 for non-members and guests.

Jenny will follow-up with Susan to select some dates for a team sorting clinic at Lost Cowboy Ranch. If additional registrations are required to meet a minimum (usually 10), Jenny will offer the opportunity to Cave Creek Saddle Club as a joint venture.

Jenny is also working with the Arizona Arabian Horse Association (AAHA) to potentially coordinate with one of the group's rides. Jenny is mentor to three new McDowell Sonoran Conservancy stewards-in-training, all of whom are from AAHA.

McDowell Sonoran Preserve – Jenny

The City of Scottsdale was the successful bidder for the last targeted section of land for the McDowell Sonoran Preserve. On September 22 the City spent \$30.4 million to expand the Preserve by 415 acres that is likely the final acquisition. The Preserve spans roughly 47 square miles and the latest land acquired is roughly northeast of the intersection of Pima and Dynamite.

Jenny and Theresa Thraen, representing RVHA and RVHA member Sheri Novkov, participating as an interested individual, have participated for the past several months on the City of Scottsdale's Phase 3 Focus Group on trail development for the newly acquired land. RVHA member Jean Anderson also participated, representing the Arizona Horse Council. Open houses to introduce and solicit feedback on the plan will be scheduled in October and the field work will begin for the trail layout this winter, with construction and signage completed by mid- 2018.

RVHA Christmas Party

The Christmas party will be held on Sunday, December 11 from 1pm to 4pm at Mike O.'s home. There will be a "thieves' game" for a gift exchange with a suggested value of \$15-\$20. Gifts should be wrapped but not labeled. The party includes Board members and committee members. Save the date and invitations will follow.

New Business

Area Awareness Committee – Mike O.

Rio Verde Foothills – Water

A meeting was held with the County Planning Department representatives, Carol Schuler, Bill Bailey, and Nancy Arvizu. It was difficult to get the meeting on track with numerous side conversations. Caution was urged against presenting incorrect information, unfounded references and other issues that were demonstrated on the self-appointed water group's site. The Area Plan forecasted a population for the Foothills of 7,000 by 2017 (as prepared in 2003). Currently the population has 2,000 occupied residences.

Committee Structure

Mike distributed a list to the Board members of proposed areas of interest or activities to be monitored and reported upon by this committee. The Board members were asked to review the list for discussion at the next meeting. Some of the listed items are already assigned, such as Theresa Thraen, chair of the Trails Committee and who serves as liaison with the Tonto National Forest. Jenny will reach out to Theresa and explain the new committee's goals and objectives when defined. Mike can follow-up with expectations regarding reporting.

Some Board members are in a position to be subject matter experts on some of the topics. However, Board members would like to enlist additional resources for this effort and not assume the burden of reporting by the Board members exclusively to avoid potentially over-committing Board members. This discussion will continue at the next meeting.

Updates

Mike shared printed materials and maps outlining current projects. He reported on the commercial development underway in Tonto Verde, which will include a gas station, convenience store, small shops but no medical facility as previously discussed. The development is on the SW corner of Rio Verde Drive and McDowell Mountain Road and is subject to construction guidelines by the Verde communities.

Christmas Lights Tour - Jenny

Jenny asked the Social Committee to revisit last year's suggestion of holding a Christmas Lights Tour with a rented tour bus for RVHA members. Mo will send out an email to assess the level and interest and Carmela will research bus rental options. There would need to be a minimum price with no change if a reduced number of participants register.

Next Meeting

The next BOD meeting will be at Lorill Equestrian Center on **Tuesday, November 1**. A meeting notice will be sent each month along with a reminder to the Board member responsible for refreshments. Additionally, the membership will be notified of the date and time of each meeting.

Motion to Adjourn

A motion to adjourn was made at 9:25pm and seconded.

Submitted by
Jenny Powers, Secretary