

**Rio Verde Horsemen's Association  
Board of Directors' Meeting  
September 5, 2017**

**Attendees:** Terry Stecyk, Jenny Powers, Lori Bridwell, Mike Oster

**Absent:** Carmela Lizzo, Mo Wachman

**Committees:** Jean Anderson, Decal Committee  
Lisa Goettsche, Newsletter Committee  
Randy Goettsche, Roadside Clean-up Committee

**Guest(s):** Ferrel Anderson, Kim and Lee Edwards

**Desert EDGE Overview**

A brief overview of the proposed Desert EDGE project was provided based on both pro- and con- meetings Jenny and Terry attended through the McDowell Sonoran Conservancy steward program. It was suggested RVHA provide pro and con contacts and links to information for members. Some felt it would be worthwhile to solicit opinions or feedback from members. No decision was made at this meeting.

**Granite Mountain and Fraesfield Preserve Trail Head Improvements** – Terry and Jenny provided an update on the equestrian focus group invited to provide input to the City of Scottsdale on the equestrian aspects of the trail head improvement project. About 12 individuals participated and provided comments on layout and amenities. Another meeting will be scheduled by the City.

**Reports:**

**Minutes – Jenny**

Minutes were distributed in June with minor edits and clarification made following the review. Mike made additional edits to the minutes at this meeting regarding Area Awareness references. Jenny will correct as noted and provide a revised copy to Terry for the website. A motion was made to accept as edited, and seconded. Minutes accepted.

**Treasurer's Report - Mo**

Deferred to October meeting due to Mo's absence.

**Membership – Mo (Terry reporting)**

Currently there are 491 members with 64 new for 2017. A new member requested the use of the RVHA logo on a website in development for a home watch service. The use of the logo was approved by the Board members present.

**Social Media- Terry**

There are 853 "likes" on Facebook.

**Area Awareness - Mike**

Mike has created another in a series of articles for the RVHA newsletter. This quarter features information on how open spaces were accumulated and the historical perspective. Mike suggested the equestrian perspective be shared regarding trail development and use. Terry will explore the topic for a possible

December article. Mike is researching the photo enforcement situation on Dynamite Boulevard. Speed cameras have been removed. The construction on Rio Verde Drive east of Alma School Road to 118<sup>th</sup> Street has been completed.

### **Member Enhancement – Terry**

It was suggested that RVHA Board discuss having someone designated as a Notary. The cost is under \$100 and there is a 3-year bond with a certificate issued. The Board discussion centered on the offer becoming complicated and time-consuming when alternatives are readily available at local banks. It was felt this service is not in keeping with the RVHA Mission Statement. A decision was made not to pursue the offer.

Another item of discussion was creating a “members only” section of the website. The section would include photo albums, Board minutes, a member directory, registration for events, and area awareness reports. An ID would be required for access. Terry will pursue feasibility with Frank on website logistics and the Board will discuss again. It was felt a member look-up feature would be popular.

Obtaining restaurant discounts has not made much progress. It was discussed that advertising space could be offered to motivate restaurants or other services to participate in a membership discount program.

### **Social Committee**

Gardening – September 8 – Lorill Equestrian Center

Registration is low and a separate eblast promotion is required.

End of Summer Survivor BBQ – September 30 – Lorill Equestrian Center

American Traditions has been booked for the event and will vary music so as not to be exclusively country western. Member registration is free, guests are \$5. Carmela and Lori will coordinate tables and accessories needed. Jean will have a table for decal sales. As of this meeting there were 7 registrations.

Fall Picnic – Sunday, November 5 -- Southwest Wildlife

The event will begin at 1pm and end at 4 or 5pm. SWW will provide space, tours and parking. A simple picnic menu of sandwiches, chips, cookies and drinks will be offered. There will be a nominal fee so SWW doesn't lose money on the event. Tickets will be half price at \$12.50 for adults and \$8 for children under 12 (usual fee is \$25 and \$16, respectively). Event will promote SWW Wish List items if attendees want to donate.

Christmas Lights Tour – Saturday, December 16

Bus, hot chocolate and cookies provided. Pick-up time and sign up for the bus size to be determined. Carmela will obtain map of light displays through *Arizona Republic*. Plan to begin promotion in mid-October for accurate registration numbers to determine bus size.

Spring Trail Ride with Rental Horses – Lorill Equestrian Center – Spring 2018

Lori will research dates.

Spring Dinner Dance

The Board welcomes ideas for a new venue for this event, although the Fire Station works well.

### **Website Advertising**

A discussion of creating a website benefit for advertisers on a monthly basis took place at the last meeting. A discount on advertising for members is one option. The recruitment/promotion materials for advertisers need to include the RVHA value statement. It was suggested RVHA could offer members a coupon book with a collection of products and services that offer a discount.

### **Welcome Postcard**

There were 16 cards sent in May and 26 in June/July. The postcard will be revised per the comments received in the review process prior to reprinting.

### **Quarterly Newsletter**

The deadline is September 3. Lori will submit a story, others have been received. Terry, Mo and Jenny will proof as needed. Mike will provide artwork for the newsletter masthead. Terry will research mistletoe for a future article. Jean will provide an article on Arizona Horse Council equine liability insurance offer.

### **Roadside Clean-up**

The next events will be Saturday, October 14, December 9 (prize drawing), and February 10. It was suggested February 10 be reschedule due to conflict with Parada del Sol.

### **Old Business**

#### **Archery Demo and Clinic**

This event will be deferred to spring to better facilitate planning.

**Horse Camping 101 Clinic** – Claudia and Cecil will present with Arizona Cowboy College a potential venue. The event will be scheduled in early 2018.

**Rattlesnake Avoidance Training** – will be scheduled in the spring of 2018.

**Food Bank** – collection will be in conjunction with Roadside Clean-up. Will also include Toys for Tots donations.

### **New Business**

**Team Sorting Clinic and Equine Body Work Clinic** – Jenny will research availability of presenters and work with the Board to schedule in 2018.

### **Next Meeting**

The Board of Directors will meet on Tuesday, October 3 at 6:30pm for refreshments and 6:45pm to call to order. Meeting will be held at Lorill Equestrian Center. Kim and Lee will provide refreshments.

### **Adjourned**

A motion to adjourn was made and seconded. Meeting adjourned at 8:30pm.

Submitted by:  
Jenny Powers, Secretary