

Rio Verde Horsemen's Association

Board of Directors' Meeting

October 7, 2015

Attendees: Mo Wachman, Terry Stecyk, Marjorie Porter, Jenny Powers, Jean Anderson, Judy Riley, Claudia Jordan, Carmela Lizzo

Absent: None

Guests: None

Reports

Minutes – Jenny

The minutes from the September meeting were distributed via email. A motion was made to accept the minutes as presented, seconded, passed without comment.

Treasurer's Report – Judy

Judy explained that there are sufficient funds to cover expenses, but the net income is a loss. This is because insurance premiums were due and Special Event additional insurance for Loma Vista and Lorill Equestrian Center locations were added. The Board can add up to four venues at no additional cost to the Special Event policy. The liability policy is in place. A motion was made to accept the Treasurer's report, seconded, approved with no comments.

Membership Report - Mo

As of this date there are 608 members. So far this year, there have been 83 new members join the organization. At this time anyone joining is considered paid through 2016.

Facebook Report - Terry

There are currently 562 "likes" on the site.

Promotional Items

Jean reported that 10 decals were purchased at the potluck event last month.

Old Business

Social Committee – Carmela

- **CCW Class – Loma Vista – October 24**

In addition to the class, fingerprinting services will be offered onsite at a 20% discount at the conclusion of the class (approximately 4:00pm). Previous class participants may also take advantage of the fingerprinting service.

- **Roadside Clean-up – October 10**

Terry will coordinate a food drive for Foothills Food Bank with collection point at the Roadside Clean-up parking area.

- **RVHA Garage Sale – October 17**

It was easy for Carmela to organize the garage sale as an RVHA sponsored event. The sale will be promoted through RVHA and Facebook and can be considered another benefit of membership. Carmela will collect the location addresses and arrange to have a map created.

- **Chili Cook-off – Arizona Cowboy College -- November 15**

Alternative venues were discussed due to Lori and Elaine not being available on November 8. A new date was decided upon. Promotion will begin as soon as possible.

- **Holiday Bazaar – Loma Vista Ranch -- December 5, 9:00am to noon**

Carmela will arrange a food truck as that was popular last time. A suggestion was made to check on the truck recently seen at 141st St and Rio Verde Drive on Fridays.

- **Rural Metro Outreach**

Mo brought up an inquiry Marjorie received through “contact us” on the website. Rural Metro now has a “Business Development/Community Affairs” staff person who is responsible for Rural Metro becoming more involved in the communities they serve. Marjorie will forward the contact information to Carmela and Carmela will follow-up with the local station as well as with the corporate staff person. Carmela will inquire about arranging to have a fire truck at the Roadside Clean-up and the Chili Cook-off.

Member Survey

The analysis of the write-in comments was not completed at the time of this meeting. Jenny will send the report via email to the Board members and will prepare a summary for the next RVHA *Round-up*.

Farmer’s Market

Holding a Farmer’s Market at the corner of Alma School and Dynamite is still under consideration. The UPS Store has applied for permits and the schedule is being worked out. At this time RVHA is only being asked to promote the market to the RVHA membership via the email system. If there is a charge to set up the table, then the organizer will need to join RVHA to take advantage of promotion through RVHA connections.

New Business

Spring Dinner Dance

Big Sky is considered a potential venue for the dinner dance. Mo will also check with Bob Thomas about the owners of the former Checker XII property as it is not clear who the current owner is with the property split. March is being considered for scheduling.

Trilogy Development

The Board discussed participation in an upcoming event to which RVHA was invited to participate. The development is holding an open house on October 17 and offered tent and table space to a variety of local organizations. The event is an effort to raise awareness of what is available in the area to those attending the open house and considering a home purchase. It is an opportunity to educate potential

homeowners on the benefits of joining RVHA as an associate member and to become familiar with the greater community. Terry will coordinate volunteers for the event. Marjorie, Jenny, Judy and Carmela volunteered with some limitations on availability Saturday.

A discussion followed with Claudia and Jean expressing their views that participation would infer support of the development, which they oppose. The other Board members felt that since the development is approved and here to stay, it is better to cultivate a relationship of cooperation and awareness than to adopt a separatist approach. It was felt that establishing a cooperative environment would benefit RVHA going forward if issues arise in which we may want solicit Trilogy's cooperation.

Round-up Newsletter

Mo and Marjorie asked for Board input on the future of the newsletter. Amy will resign as editor with the next issue. Judy completed a cost analysis that revealed the newsletter production is operating at a loss every quarter. Advertising income does not completely offset the cost of printing and mailing.

The news is old because of quarterly publication. Email reports of events could be more complete and timely than newsletter reporting. Although the vet articles, agility and membership reports are well received, the newsletter fell behind other RVHA member benefits – fourth place behind the eblasts, classified ads, and protection of the rural lifestyle. It is suggested a page be added to the website to allow the advertisers to continue promoting to the members. Ads could also be placed in email notices on a rotating schedule and we could consider creating a directory of advertisers online. Costs would be lower for advertisers because RVHA would have less overhead. The website could also carry ads down the side of the pages. Mailing efforts for the newsletter are also extensive and tiresome to those taking responsibility.

A motion was made to proceed with discontinuing the newsletter and researching options for alternative advertising. The motion was seconded and approved.

RVHA Board & Committees Christmas Party

Marjorie offered her home as the venue for the party, which will take place the afternoon of December 13. Details to follow.

Suggested RVHA Activities

- Members have expressed an interest in a photography class and of potentially forming a photo group.
- Hold an astronomy night with visiting expert – Terry will check availability with MSC
- Invite SW Wildlife to have short session at the bazaar – Jenny will talk with Carmela.

Motion to Adjourn

A motion to adjourn was made at 8:42pm and seconded.

Next Meeting

The next Board of Directors meeting is Wednesday, November 4. Social at 6:30pm and meeting begins at 7:00pm. The location will be Lorill Equestrian Center/Arizona Cowboy College unless otherwise noted.

Submitted by
Jenny Powers, Secretary