

HCRC Board Meeting

8/21/2024

Italics = Not discussed in this meeting

Participants: Diane Merritt, Diane Miller, Lise Krieger, Destinee Parkinson, Irina Scully, Rory Flynn, Teri Bullis

Approval of Last Meeting Minutes:

- 6/19/2024 Meeting Minutes - Approved

Board Membership:

- *Point person responsibilities for events = pre-event checklist*
- *Ways to delegate/share membership responsibilities with Board members other than Jen*

Treasurer's Report:

- *Review Treasurer's Report in new format*
- *Venmo Status*

Administrative Tasks (insurance, tax forms, etc.):

- *Insurance - Lise will check to make sure that we are being charged only for the number of events we are holding since we have so many fewer events this year but our insurance cost was higher*

Membership:

- HCRC t-shirts = 14 t-shirts for \$311 - The Board agreed that Board members and Chris Flynn should all get t-shirts that are paid for by HCRC. Remaining t-shirts will be sold for \$25 each or used as prizes. Board approved reimbursement to Destinee for the cost of purchasing the shirts. Thanks to Destinee for getting these made!
- Number of members = 53
- How to include more members in our activities?
 - Use our end of the year event to recruit volunteers for our events
 - Have more social events?
 - Winery Social?
 - Mini-golf in Hadley

Advertising/Promotion/Social Media:

- Community Horse Ad - Our ad was placed for the Fall edition, but Teri dropped the ball for a fancy colorful ad, will plan on an updated new color ad in the Spring edition
- Social media coordinator role = How is the transition to Rory going?
 - Jen would still like to take on responsibility for promoting some events
 - There has been a little confusion with respect to responding to questions on FB

- We should discuss the best way to divide responsibilities in the future - should the person who posts something should be the same person who responds to all comments and questions?
- Standard format and timeline for advertising events via flyers and social media
 - Board agreed that we will determine all details necessary for event promotion when we finalize events in the winter months
 - Board agreed on standard format for fliers using Canva - Teri and Rory will share responsibility - Teri will send the template to Rory
 - Diane Merritt pointed out that many people don't go on Facebook and so we should make sure we have emails going out to membership to inform them of our events
 - Maybe a standard template with our logo that lists upcoming events? Teri and Destinee will work on scheduling this

Grounds Business:

- Lawnmower needed to be repaired again and the costs were significant - Diane Merritt noted that we really need to buy a new mower - Board asked her to research options
- Grounds Clean Up
 - Should we turn the rings back into dirt? We will discuss this further over the winter meetings
 - *Ring Repair & Painting*
 - *Sherry pointed out that we should assess what needs to be fixed, prioritize which ring to fix first, and then set a date for fixing the ring*
 - *Teri volunteered herself and Lauren to assess what needs to be fixed*
 - *How many posts do we need*
 - *How many boards do we need*
 - *Jen noted there are a number of willing people with heavy equipment who can help with repairs if needed*
 - *Rental of our grounds - Make available for weddings? Board agreed we should discuss this further in future meetings*
 - *Cleaning out woods - Need to schedule*
 - *Jump Storage plan?*
 - *New sign some day? Sign at Route 9?*
 - *Lights?*

Past Events:

- Horse & Pony Party Event Recap - See notes
- Goshen Games Event Recap - See notes
 - We need to send Thank You notes to the sponsors and thank sponsors on Facebook (Rory will do this)
 - Buy prizes ahead of time that might include our logo?
- *Peter Whitmore Event Recap*
- *Fourth of July Parade Event Recap*
- Trail Rides Event Recap (DAR Ride)

- Policy question: Trail rides free for members but otherwise you need a member who is a riding buddy - this makes sense for safety reasons, but how does becoming a member make you safer on a trail ride without a riding buddy?
 - Reviewed history of the policy of having to be a guest of a member is related to original policy that all potential new members had to be guests of an existing member and attend a few meetings before getting voted in and accepted as a member
 - The Board agreed that the following should apply to all trail rides:
 - Make sure that all trail rides have a pre-ride briefing
 - Ensure we have a sign in sheet with emergency contact information and the trail leader keeps this information on their person
 - Have any non-members sign waivers
 - Ensure everyone gets introduced to each other
 - Make sure everyone has a riding buddy
 - Ensure that the ride leader leads the ride and another volunteer is the sweep at the back of the ride IF everyone isn't going to stick together
- Discuss further in a future meeting if non-members need to be guests of members IN ADDITION to having a riding buddy

Upcoming Events:

- *Windsor Trail Ride August 25, Diane Merritt*
- *Hawley Forest Ride September 15, Diane Merritt*
- *Northfield Mountain Ride October 20, Diane Merritt*
- *Hilltown Misfits Fun Day October 27, Sherry Whitmore*
- *Membership Meeting October 30, All*
- *Bonfire/Potluck/Hay Rides?*
- *Christmas/Winter Party?*

OTHER AGENDA ITEMS

- Ideas for events
 - Tack sale
 - Hay ride (Bisbees might do this)

Technology Review

- *Board discussed planning a specific technology review for Board members and anyone else who needs help understanding how to navigate Facebook, Google Drive, Instagram, etc.*

Next Board Meeting:

- Monday, September 16th, at 7:00 at Diane Merritt's
- **NOTE THAT OUR NEXT MEETING IS NOT ON A WEDNESDAY!****