

## Pennsylvania Equine Council

### Board of Directors Meeting Final Minutes March 19, 2016 Hoss's Restaurant State College, Pennsylvania

1. **Call Meeting to order** – The meeting was called to order by President, Charles Van Auken at 11:00 am.
2. **Roll Call :**
  - A. **Board of Directors Present:** Charles Van Auken, President; Edith Ryan, Treasurer; Gail Eichelberger, Recording Secretary; Judy Cole, Amanda Gerner, Sharon Kessler, Mike Kraft, Desilene Phillips, Guy Seifert, Skip Seifert, Burt Staniar, Ann Swinker, Capri Stiles-Mikesell
  - B. **Board of Directors by Teleconference:** Not available for this meeting.
  - C. **Board of Directors Absent:** Bud Wills, Vice-President; Aleta Seifert, Corresponding Secretary, Jeanne Askey, Linda Golden, Donna Foulk, Helene McKernan, Rick Shiffler, Elaine Winters.
  - D. **Guests:** Richard Eichelberger, John Ryan, Robin Smith.
3. **Approval of the Minutes** – Minutes of the January 30, 2016 meeting were emailed to members of the Board of Directors for review prior to the meeting. See attached. *A motion to approve the minutes of the January 30, 2016 Board of Directors Meeting was made by Guy Seifert, seconded by Skip Seifert. With no further discussion, a vote was taken and the motion passed.*
4. **Treasurer's Report** – Edith Ryan: A Financial Statement was emailed to members of the Board of Directors for review. See attached. Beginning balance January 1, 2016 was \$19,778.90. Total deposits for January were \$15,733.98; total payments were \$3,930.00. Ending balance January 31, 2016 was \$31,582.42. Beginning balance February 1, 2016 was \$31,582.42. Total deposits for February were \$14,217.41; total payments were \$10,968.06. Ending balance February 29, 2016 was \$34,831.77. *A motion to accept the treasurer's report was made by Guy Seifert, seconded by Mike Kraft. Motion passed.* Income from the EXPO was \$3,927.00 for Membership; \$1,316.00 for Liability Signs; and \$130.00 for Trail Books. All Sponsors monies have been collected.

5. **Corresponding Secretary's Report** – Report was emailed prior to the meeting. Aleta Seifert reported that there were 81 RSVP's received for the VIP Night at the Expo. Five people did not show up and six people that were invited, but did not RSVP, did show up. It was noted that the *Pennsylvania Equestrian* did not print the names of the the ten volunteers from the PEC that help with the ELC. It was decided that we will have this printed in the next PEC newsletter as well as a future *Pennsylvania Equestrian*. Aleta will be asked to write the draft article to be printed. Aleta received information about an Excel class on June 7 and 8, 2016 in York. The cost is \$128.00 for both days. If we have five or more people interested the cost would be \$113.00. Aleta would like to attend. The times are from 9:00 am until 4:00 pm both days. ***A motion to allow Aleta Seifert to attend the Excel class was made by Mike Kraft, seconded by Amanda Gerner. With no further discussion, a vote was taken and the motion passed.*** Aleta would be asked to help train other officers and committee chairman in the future in how Excel works. ***A motion to approve the Corresponding Secretary's report was made by Guy Seifert, seconded by Mike Kraft. With no further discussion, a vote was taken and the motion passed.***
6. **Foundation Report** –Elaine Bish nor Jeanne Askey were in attendance. No report available. It was mentioned that Foundation forms will need Elaine Bish's address printed on them. There was discussion on how the monies from the ELC are handled. Skip commented that the Foundation and the PEC General Fund must be kept separate. It was decided that we continue to handle the ELC money as we always have in the past. Ann Swinker commented that it took years to get the Foundation started and we do not want to lose the connection. Guy asked if our Treasurer is bonded. The answer was "no". He commented that it was something we may want to think about for the future. This would be part of the Policies and Procedures.
7. **Old Business**
- A. **2016 Horse World Expo Final Report**– Skip Seifert reported that the VIP night went very well this year. We had some new faces attend. Skip reported that we have not received the final bill for the evening. The PEC is responsible for the cost of the beverages. The booths looked very good with some improvements this year. There was a discussion about the use of the volunteers. Some feel there are too many volunteers. We also must remember to reach out to people that have helped in the past. Volunteers must mingle more with the crowd. Walk around and talk with other vendors so they know who we are and what we represent. Guy Seifert suggested that a person stand in the middle of the aisle and have some type of hand out to get their attention. Ann reported a higher number of people attended the seminars this year. New or renewed memberships were about the same this year. Memberships with the insurance have increased. Not as many liability signs were sold.

**B. 2016/17 Photo Contest/Calendar Project Update** – Robin Smith reported that the Crawford County Chapter will do another calendar project. There are about 300 calendars left over. The suggestion was made that they be given out for free at events such as trail rides or other programs. Judy Cole stated that if we are able to get enough sponsors for the calendar we would be able to give them out to people and businesses as a promotional item instead of trying to sell them. There are so many businesses that give out free calendars so trying to sell them was not very successful. The photo contest was where we generated the most money. Robin reported that only about 50% of the calendars were sold. Burt Stanier commented that we have to find a way to attract more people to submit pictures for voting since that generated more money. Deb Peterson will be sending some of the photos to Amanda Gerner for Facebook and Capri Stiles-Mikesell for the e-blasts.

## 8. New Business

**A. Kile Horse Show 2016** – Skip Seifert reported that we have been asked to sponsor the same classes as last year and have the same entering criteria and same awards for the winners. Last year there were not a lot of entries. They must be PEC members or belong to a PEC Association member. Mike suggested that we send out a letter to all of the Associations about the KILE show. Capri suggested using e-mail to reach more members. *A motion to support the KILE Horse Show providing the same entering criteria and awards as we did last year was made by Burt Stanier, seconded by Guy Seifert. With no further discussion the vote was taken and the motion passed.* Ann commented that because of the state of our State Budget there may not be a KILE Show, Farm Show, 4-H Show Program or Dairy Show this year or next year. There should be a request to the Horsemen's Association to help provide some racing funds to these events. There was some discussion about the fact that some of the monies from the KILE Show were never paid. Skip said all the winners that were represented under the PEC events were paid. That money was paid separately. Skip also reported that the PEC will not provide sponsorship to any shows or events unless it represents the entire state.

**B. Perception, Fact- -Where are we and Where are we going** – Charles Van Auken reported. Charles Van-Auken shared with us about his career in business and the changes he made to succeed. He said that the PEC sometimes has the feel of a “good old boys club”. He said that sometimes items and ideas are met with negativity and people must try to be more positive and open minded. The PEC would have never started if people did not have a vision. We need to develop an idea or long range plan on what we want for the PEC in the future.

Or do we think we are OK the way we are? Guy commented that it is hard to commit the time when you are younger and still working. It seems that we have mostly retired members that can dedicate more time to the organization. Maybe it is in the name. We have to continue to be sales and marketing oriented. Some of the ideas that were brought up in the discussion were: Bring people together for a common goal, as we did with the Equine Activity Immunity Act; Recruit people that are committed and believe in the horse industry; Find a new marketing approach to get people's attention; Use more social media such as Facebook; Find issues that the horse industry can get behind to create positive outcomes. Skip commented on the PEC structure. It was suggested that we do a membership survey such as Survey Monkey. This could also be available to non-members as well. Capri suggested we collect questions.

- C. Role Descriptions and Journal Entries** – Capri Stiles-Mikesell reported that she sent out a sample Excel document to Aleta to outline her duties as the Corresponding Secretary. She would like to use this to have all board members and committee chairman provide an outline of their duties. This would then be used as a training document for new officers and chairmen. This information would become part of the Policies and Procedures. *A motion to have Capri Stiles-Mikesell provide the Excel document to all Board members and committee chairmen to complete and return to her and then be reviewed at a future meeting was made by Mike Kraft, seconded by Amanda Gerner. With no further discussion a vote was taken and the motion passed.* Guy commented that the information must be maintained and kept up to date. Make it simple and be mindful of people's personal information.
- D. Sponsorship** – Capri Stiles-Mikesell asked how we can promote business sponsorship. She commented that she visited other vendor booths at the Expo and asked if they provided discounts to PEC members. There was discussion about the different types of sponsorships that we use. Also how to promote sponsors using the PEC's newsletter, web-site and e-blasts. *A motion to direct the Sponsorship Committee to handle all sponsorships for the ELC, newsletters, web-site and e-blasts was made by Guy Seifert, seconded by Edith Ryan. With no further discussion the vote was taken and the motion passed.* Capri and Amanda were added to the Sponsorship Committee now comprised of Mike and Skip.

**E. Annual Meeting and Issues Forum** – Ann Swinker reported that the Annual Meeting and Issues Forum would be held in State College again. She will look at dates as soon as the Penn State football schedule is released. If anyone has any ideas please send them to her. She suggested we look at restructure and revitalization of the PEC as a possible theme.

## **9. Committee Reports**

**A. Advertising** – Bud Wills was not in attendance. No report. Amanda discussed how ads are handled on Facebook and we must be careful because of the cost. Guy suggested that we have a budget line for marketing.

**B. Collegiate Membership** – Burt Staniar that it has been a struggle to get interest in the program. Contact people from the different college programs change so frequently. He has easy access to the Penn State programs but our goal is to attract college locations all over the state. Any help is appreciated.

**C. Education Grant Program** – Donna Foulk was not in attendance. No report.

**D. Electronic Director's Manual** - Helene McKernan was not in attendance. Report emailed to Board members.

**E. Equine Learning Center** – Mike Kraft had no report.

**F. Equine Welfare** - Ann Swinker reported. Report was e-mailed to Board members.

**G. Facebook** - Amanda Gerner reported. Report was e-mailed to Board members. Amanda will be looking at getting more exposure and encourage people to “Like” the page. The calendar information has received over 70 likes in one month. We also will have Capri look into the social network called LinkedIn.

**H. Legislation**- Linda Golden was not in attendance. Report was e-mailed to Board members.

**I. Membership** – Desi Phillips reported. Report was e-mailed to Board members. 46 new members and 42 renewed members signed up at the Horse World Expo. There are 716 paid memberships so far for 2016. A second notice for renewals will be going out in the mail. The Mane Stream would like a small article from the PEC to put in their paper. Aleta will take care of that.

**J. Newsletter** – Judy Cole reported. The Newsletter schedule was e-mailed to the Board members. Judy reminded that all articles must be proof read and then sent to Judy. Capri Skiles-Mikesell will be assisting Judy when she is out of the area.

**K. Nominations** – Bud Wills was not in attendance. No report.

**L. PennAg Liaison** – Skip Seifert and Ann Swinker reported. They attended the PennAg meeting which included a presentation on Herpes Virus.

**M. Policies and Procedures** – Bud Wills was not in attendance. No report. The Policies and Procedures are in need of review and updates.

**N. Scholarship** – Rick Shiffler was not in attendance at the meeting. No report.

**O. Signs** – Skip Seifert reported. His report was e-mailed to the Board members. When he gets down to about 250 signs he will be ordering more. Capri suggested we do an e-blast and put something on Facebook about the ten year anniversary of the equine liability signs.

**P. Sponsorship** – Skip Seifert and Mike Kraft reported. The Sponsorship Committee will be getting together to review sponsorship.

**Q. State Director Chair** – Charles Van Auken reported. He will be getting the committee together.

**R. Trails** – Bud Wills was not in attendance at the meeting. Report was e-mailed to Board members. Guy reported that work is progressing slowly on the Promised Land trails. Trails are not marked very well.

## 10. Additional Business

**A. Meeting Schedules** – Charles Van Auken discussed with the Board about different ways to access meetings. Can we do meetings using Skype or other formats? It would cut down on travel and allow more flexibility to scheduling. This is a good way to have committee meetings. Board members should think about it and we can discuss this topic at a future meeting.

**B. Chairs at EXPO-** Mike Kraft explained how monies that were in the donation jar at the ELC events were used to purchase new chairs to be used for PEC events. There were positive comments about the chairs.

## 11. Meeting Dates

- (1) May 19 – PA Farm Show Building, Harrisburg
- (2) August 16 – Ag Progress Days, State College
- (3) November – Annual Meeting & Issues Forum – State College date TBD

## 12. Meeting Adjournment

*A motion to adjourn was made by Guy Seifert, seconded by Mike Kraft.* Meeting adjourned at 3:20 pm.

Respectfully submitted,

*Gail R. Eichelberger*

Gail R. Eichelberger  
Recording Secretary