

**Pennsylvania Equine Council
Board of Directors Meeting
Final Minutes
May 13, 2017
Pennsylvania Farm Show Building
Harrisburg, 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; Aleta Seifert, Corresponding Secretary; Gail Eichelberger, Recording Secretary; Amanda Gerner, Linda Golden, Guy Seifert, Skip Seifert, and Elaine Winters.

 - B. **Board of Directors by Teleconference:** Judy Cole, Donna Foulk, Capri Stiles-Mikesell and Bud Wills, Vice President.

 - C. **Board of Directors Absent:** Jeanne Askey, Sharon Kessler, Mike Kraft, Helene McKernan, Desilene Phillips, Rick Shiffler, Burt Staniar and Ann Swinker.

 - D. **Guests:** Gwen Wills, by teleconference.

3. **Approval of the Minutes** – Minutes of the March 11, 2017 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 March 11, 2017 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 March 1, 2017 was \$37,791.45. Total deposits for March were \$11,350.73; total payments were \$5,262.58. Ending balance March 31, 2017 was \$43,879.60. Beginning balance April 1, 2017 was \$43,879.60. Total deposits for April were \$4,654.97; total payments were \$18,113.26. Ending balance April 30, 2017 was \$30,421.31. *A motion to accept the treasurer's report subject to audit was made by Capri Stiles-Mikesell, seconded by Guy Seifert. Motion passed.* Edith reported that she sent \$9,000.00 to the American Horse Council.

- 5. Corresponding Secretary's Report** – Report was emailed prior to the meeting. Received a thank you card from Caleigh Anderson for receiving the scholarship and inviting her and her family to the VIP night at the Horse Expo. The Equine Land Conservation Resource sent a thank you for our support through the 2017 Conservation Partner Program. In order to try to ramp up membership numbers, Desi Phillips and Aleta made a mail appeal to the Association and Business members to share PEC benefits, specifically the liability insurance. Also included was information from the website and also membership applications. Aleta also took information and applications to local businesses in her area and reached out to every PA Horse Club in the Paper Horse magazine and the PA Equestrian. Aleta also composed a letter that could be sent to the County Directors in hopes that they would also contact local businesses and clubs in their area.
- 6. Foundation Report** –Jeanne Askey emailed her report. The balance in the Foundation account for May 2017 is \$13,766.62. The balance in the Scholarship account for May 2017 is \$641.47. A question was asked about how much money was designated for Trail Stewardship. Charlie will ask Jeannie to break out the Trail Stewardship amount for the next meeting. Gwen reported that she has applied for a new grant for the Trail Stewardship program.
- 7. Old Business**
- A. Regional Board Members** – Charles Van-Auken reported. The question that Charlie asked was whether we should have six regional board members voted on by the membership in the regions and if we should then increase the Board size by six members or some other happy medium. It was discussed that we currently have some board members that never or rarely attend board meetings. We could fill the seats through attrition. We should make sure that the new board members would have a committee assignment to keep them involved. They should also be members that have a commitment to the members in their region. Some counties have very few members and that person may not be a benefit to the board. Guy suggested that the active County Directors should serve as mentors to the new directors. He also suggested that we must “Find, Identify and Support” our County Directors. Aleta asked how it would be possible for members in the region to vote in a Regional Director when they would be so spread out that they would not even know their members well enough to choose. Judy suggested we try to get out to the local horse shows and events to advocate for the council.

- B. Membership** – Charles Van-Auken reported –The PEC membership has been dropping over the past two years. Prospective members want to know what the council can do for me. The Equine Activity Immunity Act was a big plus for our membership. Bud commented that we now give information out for free and people can go on their computer to find out what they need to know. Capri said we should give out better information about the liability insurance for Association Plus members. Provide facts and case studies to prove the monetary benefit. Charlie asked if we could just have a member’s only section on the website. The answer was yes. Aleta commented that we would then no longer be an association that will be available to help and disseminate information to anyone and everyone. Aleta feels that is a way to encourage membership, by helping someone and then perhaps they will join and word of mouth to friends will encourage others to join. Guy asked if we keep the email addresses for members if they do not renew their membership. The answer was yes. He suggested we send a recruitment communication to them through email. Linda shared that we have to let people know the advantages of being a member of a strong group. They can be part of a voice like the Farm Bureau has in their membership campaign.
- C. PEC Members Trail Ride** – Skip Seifert reported. The committee discussed the possibility of two rides for 2018. One in the east and one in the west. Must be a member of the PEC to attend.
- D. AHC Equine Population/Economic Impact Study** – Charlie Van Auken reported. Charlie, Bud and Ann reviewed the suggested questions for the survey. There was discussion on how we can best get the survey out to the public. Guy suggested that we offer the data for a price to corporate sponsors. Bud commented that we email the survey to members. There was a discussion about emailing to current members and to people that did not renew their membership. It may be a way to get back some members.

8. New Business

- A. KILE Horse Show**–Skip Seifert reported that the KILE Horse Show is on hold for 2017.

- B. No Questions Asked Horse Surrender**– Skip Seifert reported. This event is being held at the Solanco Fairgrounds on June 4 from 10 am to 6 pm. Donna Foulk will be going to see what this is all about. Aleta and Skip are also planning on attending. They will report back to the board about this event.
- C. Omega Rescue** – Skip Seifert reported. Omega Rescue Organization is looking into establishing a euthanasia station. New Bolton will have staff involved. The process would be at a low cost. Skip will be on the Committee to research the possibility of having this. It is still in the planning stages.

9. Committee Reports

A. Advertising – Bud Wills reported that he and Capri Stiles-Mikesell have been using the same advertising as in past years. Aleta commented that maybe we should be doing more in light of the fact our membership numbers have dropped.

B. Collegiate Membership – Burt Staniar had no report.

C. Education Grant Program – Donna Foulk reported. There have been no requests at this time. There was a discussion about getting the grant information out to more people. It was suggested that we put something out on Facebook. Donna was asked to write an article about the grant program that can be put into various publications. Bud commented that some publications are expensive to print articles. Guy suggested this would be a good reason to use email addresses to get information out to present and past members. Capri can do that as long as she gets the information as an E-Blast. Donna also shared the Reducing Parasite Resistance on Equine Operations Using a Comprehensive Whole Farm Approach Report.

D. Electronic Director’s Manual – Helene McKernan had no report.

E. Equine Learning Center – Mike Kraft had no report. The next event is Ag Progress Days. Guy will be demonstrating a Blacksmith Shop at the CCC reunion at Promised Land State Park in August.

F. Equine Health and Regulatory – Report was emailed to board members. Ann Swinker reported. The NAHMS Equine Health Study has been released. This study was supported by the PEC. Ann’s report lists recent disease outbreak alerts.

G. Facebook – Amanda Gerner had no report.

H. Legislation- Report emailed to board members. Linda reported that she received a call from a lady in Bedford County about horses that are left to run loose. She was not getting any cooperation from law enforcement. Linda suggested that we do an article about dealing with loose animals. Donna felt this was a good idea and may help with recruiting new members. Capri suggested an E-Blast with a link to Linda for answers and information. Linda suggested a Legislation link on our PEC website. Guy commented that in his township they rewrote all the Ag regulations and zoning laws. This information will be shared with the Pennsylvania Supervisors Organizations.

I. Membership – Report emailed to board members. Membership is down about 130 memberships this year.

J. Newsletter – Judy Cole reported. She is anticipating a number of good articles for the next newsletter. She may need extra pages.

K. Nominations – Bud Wills had no report at this time.

L. PennAg Liaison – Skip Seifert and Ann Swinker did not have a report at this time. There is a new person and no meetings have been scheduled.

M. Policies and Procedures – Bud Wills has no report at this time. He is waiting until a decision is made about the County Directors.

N. Scholarship – No report at this time.

O. Signs – Skip Seifert reported that he has about 575 signs in his inventory. That is not counting the signs that some board members keep in inventory. We have sold 208 signs since the last meeting. Aleta mentioned that we have sold 5 license plates.

P. Sponsorship – Skip Seifert reported that Eby Trailers is a \$1,500.00 sponsor.

Q. State Director Chair – Charlie Van Auken reported that there is a lady in Center County who is interested in a County Director position.

R. Trails – Report emailed to board members. Bud Wills reported that the CCC Reunion at Promised Land State Park is taking place August 12, 2017. There were nine people signed up for the Packing Clinic. It will be a requirement in the future to be a PEC member to participate in the clinic. The Trail Stewardship Workshops have not been filling up.

10. Additional Business

None

11. Meeting Dates

- (1) August 15– Ag Progress Days, State College
- (2) November 3,4 -Annual Issues Meeting – State College

12. Meeting Adjournment

A motion to adjourn was made by Guy Seifert, seconded by Linda Golden. With no further business the meeting was adjourned at 2:10 pm.

Respectfully submitted,

Gail R. Eichelberger

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Recording Secretary