

Pennsylvania Equine Council
Board of Directors Meeting
MINUTES
May 18, 2019
Farm Show Complex
Harrisburg, Pennsylvania

1. **Call Meeting to Order** – The meeting was called to order by President Gail Eichelberger at 11.06 AM

2. **Roll Call :**
 - A. **Board of Directors Present:** Gail Eichelberger, President; Aleta Seifert, Corresponding Secretary; Elaine Winters, Recording Secretary; Amanda Gerner, Mike Kraft, Skip Seifert, Charlie Van Auken

 - B. **Board of Directors by Teleconference:** Bud Wills, Vice-President; Shawnda Felton, Treasurer; Judy Cole (later in meeting), Linda Golden

 - C. **Board of Directors Absent:** Donna Foulk, Jeanne Goforth, Sharon Kessler, Desilene Phillips, Edith Ryan, Capri Stiles-Mikesell, Ann Swinker, Tammy Witherup

 - D. **Guests:** Jeff Coleman of Churchill (via conference call at 1:00)

3. **Approval of the Minutes** – Minutes of the March 30, 2019 meeting were emailed to members of the Board of Directors for review prior to the meeting. *A motion to approve the minutes of the March 30, 2019 Board of Directors meeting was made by Skip Seifert, seconded by Mike Kraft. With no further discussion, a vote was taken and the motion passed.*

4. **Treasurer’s Report** – Shawnda Felton reported. A Financial Statement was emailed to members of the Board of Directors for review. See attached. Checking account beginning balance March 1, 2019 was \$28,421.39; deposits were \$13,662.94; payments were \$5,205.26; ending balance March 31, 2019 was \$36,879.07. Beginning balance April 1, 2019 was \$36,879.07; deposits were \$5,042.38; payments were \$8,835.20; ending balance April 30, 2019 was \$33,086.25. Money Market account balance as of April 30, 2019 was \$50,920.87. *A motion to accept the Treasurer’s report subject to audit was made by Mike Kraft, seconded by Aleta Seifert. Motion passed.* Current interest rate is at .18% APY. Savings is .10%. \$10,000 CD .18%. Discussed moving funds from the checking account to the money market account. *Elaine Winters moved to transfer \$15,000 from the checking account to the money market account, seconded by Amanda Gerner. Motion passed.* (Shawnda exited the conference call.)

- 5. Corresponding Secretary's Report** – Aleta Seifert. Report was emailed to Board members prior to the meeting. See attached report.
Received request for partnership renewal with Equine Land Conservation Resource; budgeted amount of \$100 will be sent.
Received request to participate in KILE tradeshow; was decided not to participate in the tradeshow this year.
Website redesign: Aleta and Amanda gathered information on our website redesign. Our current webmaster, Doug Kerr, requested Course Vector to give us a mock up. Received an estimate from Churchill Strategies. Was suggested to contact them to see where reductions could be made. Doug could still host and edit the website. Amanda will contact Churchill to check with them. No need to rebrand logo. Jeff Coleman of Churchill will call in at 1:00 today to give a presentation and answer questions on their proposal which was emailed to Board members prior to the meeting.
- 6. Foundation Report** – Jeanne Goforth. Elaine reported Jeanne had given the account balances via email: General account is \$61,124.78; scholarship account is \$255.30.
- 7. Old Business:**
- A. PEC Member Trail Rides** – Skip reported that to date 22 have registered for the August ride. A reminder has been sent to the caterer.
 - B. Web Site Design** – Aleta Seifert. Jeff Coleman from Churchill Strategies called in at 1:00 pm to discuss his proposal for our website redesign and to answer any questions from the Board. Following Jeff's presentation and taking questions from the Board, he exited the meeting. After discussing the proposal, the following motion was made. *A motion to work with Jeff Coleman of Churchill Strategies on a website redesign and ask him to give his bottom figure and take what he gives us was made by Skip Seifert, seconded by Aleta Seifert. Motion passed.*
 - C. PEC Annual Meeting & Issues Forum** – Gail Eichelberger. Dates are November 8 & 9 at the Grantville Holiday Inn, Grantville. Working on the schedule. Cost to be determined; suggestion made was \$35 per person; \$60 per couple. Working on speakers; two are confirmed; still working on others. Aleta suggested equine dentist Joel Nupp. Checking with Ben Nolt about a possible tour of their therapeutic riding center; or possibly tour the mounted State Police facility in Hershey; or possibly tour the Penn National Race Track.
 - D. Investment of Funds** – Shawnda Felton. No report.

E. 4-H Sponsorship Opportunities – Capri Stiles-Mikesell. No report.

8. New Business:

A. PEC Specialty Plate – Penn DOT Fee Increase – Shawnda Felton. Not addressed at this time. Currently the PEC license plate costs \$45 for members, and \$70 for non-members (includes individual membership). \$26 goes to PennDOT; \$6 to Department of Corrections; \$1.10 for postage; \$11.90 to PEC. \$25 of non-member fee is for individual membership.

B. Coalition of State Horse Councils – Bud Wills. Received information from CSHC regarding a survey they are conducting. One of the questions is for yearly income. Skip suggested using \$20-40.

9. Committee Reports:

A. Advertising – Bud Wills/Capri Stiles-Mikesell. *Corral* in Ohio: cost for advertising is \$125 for quarter page, \$200 for half page. Consider doing page ad including what we've done or are doing. *East Coast Equestrian*: Stephanie would run articles we run in our newsletter if room allowed. Getting calls from forest supervisors about people not behaving on trails when they are too wet. Bud is thinking about writing an article about stewardship to put in the *Equestrian* to reach more people. Amanda suggested putting on Facebook as well.

B. Collegiate/Youth Membership – Capri Stiles-Mikesell. No report.

C. Education Grant and Scholarship Programs – Amanda Gerner. Has not gotten any applications to date.

D. Electronic Director's Manual – Capri Stiles-Mikesell. No report.

E. Equine Learning Center – Mike Kraft. Report emailed to Board. Ag Progress Days will be held 8/13-15; York Fair is 9/6-15. Lancaster Barnstormers are holding a Farmers Day at the ballgame June 29. Skip asked for approval to set up the ELC for this one-day event similar to Farm Show but not as extensive. ***A motion to support Skip Seifert and Mike Kraft to set up the Equine Learning Center on June 29 at the Barnstormers stadium for Farmers Day was made by Bud Wills, seconded by Amanda Gerner. Motion passed.*** Don Newcomer will bring panels and gates; will set up pop-up tents; Elaine or Gail will set up mini-booth table.

F. Equine Health and Regulations – Ann Swinker. No report.

G. Facebook – Amanda Gerner. No report.

H. Legislation – Linda Golden. Report was emailed to Board members. Bud mentioned he got emails about the PAST act which currently has 250 House co-sponsors. If it has 290 co-sponsors it will automatically go to the floor. Received message to call Representatives to jump on so the bill gets to the floor. Skip mentioned the registration of trailers cannot get registered under the new way until later in the year.

I. Membership – Shawnda Felton. Report was emailed to Board members. Total members is 3,952 which is a 25% increase from last year.

J. Newsletter – Judy Cole. June is in process. Articles and info for the August newsletter need to be to her by June 28.

K. Nominations – Bud Wills. One slot is open as a result of Burt Staniar's resignation. Reminder that nominations must be made by a current Board member and seconded by another Board member.

L. PennAg Liaison – Skip Seifert. No report

M. Policies and Procedures – Aleta Seifert. No report

N. Signs – Skip Seifert. Report emailed to Board. 142 signs were shipped in 40 shipments. Started using a new shipping company associated with U.S. Postal Service which is more affordable. Need to be looking for someone to take over signs. Need to be able to unload them from semi-truck and store 2,000 at a time every 14-15 months.

O. Sponsorship – Skip Seifert/Mike Kraft. No report.

P. State Directors Chair – Gail Eichelberger. There is someone interested in being Bucks County Director, and Gail is looking for someone to take over Berks County Director.

Q. Trails – Bud Wills. Report emailed to Board members. Reiterated concerns about riding on wet trails. Assisting Mercer County PEC with Shenango River trail. Bud, Gwen and Gail attended the House Recreational Caucus; promoted equine access and talked with some agencies set up in the atrium of the House Building. As a member of the PA Trail Advisory Committee, Gwen reviewed and submitted

her group of 8 of the 2019 trail grant applications. DCNR has received 58 applications requesting over \$16.5 million; however, not near that much money is available. Working on a suitable time to visit Sproul State Forest. Dorene Beckley will have some DCNR people planning to attend. The 2019 Greenways and Trails Summit will be held in Shippensburg on September 22-24.

10. Additional Business:

- A. VIP Night for 2020 – The first contact with the caterer is made in October at Pennsylvania National Horse Show; then make more detailed arrangements during Farm Show.

11. Meeting Dates

- (1) August 13 -- Ag Progress Days, Horse Building 5:30 pm
- (2) November 8 & 9 -- Annual Meeting & Issues Forum, Grantville Holiday Inn

12. Meeting Adjournment

A motion to adjourn the meeting was made by Mike Kraft, seconded by Skip Seifert. With no further business, the meeting was adjourned at 2:13 pm.

Respectfully submitted,
Elaine E. Winters

Elaine E. Winters
Recording Secretary

Conference Call:
Website Redesign:
Churchill – Jeff Coleman

Any company we go with should help make decision on content we're interested in and engage in.

Front cover is like front page of magazine. Have fresh content; written person to person; quotes from famous people.

Tabs could include:

About

News -- Currently newsletter cannot be searched thru Google in PDF form

Member Central – links for members only – directories, contacts, etc.

Join

Donate

We can use their ideas even if we go with someone else.

Where would cuts be made? Treat brand identity as separate item

Can break up to pay \$1000/month, etc., can use them to define our strategies.

Can use them to rethink print product.

If say: Here's what we have budgeted for it – they can work with that.

Branding would include changing the logo; logo drives the design of the website.

Can keep same logo but do subtle changes to update it

Create color palate – heritage version, and promotional logo

Can keep web host (Doug); suggest having second backup; Churchill could be backup for updates if Doug not available – no charge for quick updates.

Mike commented to keep format of logo; make up minimal changes with colors.

If no new branding – how much reduction to estimate?