

**Pennsylvania Equine Council  
Board of Directors Meeting  
MINUTES  
August 13, 2019  
Ag Progress Days  
State College, Pennsylvania**

1. **Call Meeting to Order** – The meeting was called to order by President Gail Eichelberger at 5.25 PM.
  
2. **Roll Call :**
  - A. **Board of Directors Present:** Gail Eichelberger, President; Bud Wills, Vice-President; Aleta Seifert, Corresponding Secretary; Elaine Winters, Recording Secretary; Judy Cole, Amanda Gerner, Mike Kraft, Capri Stiles-Mikesell, Desilene Phillips, Edith Ryan, Skip Seifert, Ann Swinker, Charlie Van Auken, Tammy Witherup
  
  - B. **Board of Directors by Teleconference:** Not available for this meeting.
  
  - C. **Board of Directors Absent:** Shawnda Felton, Treasurer; Donna Foulk, Jeanne Goforth, Linda Golden, Sharon Kessler
  
  - D. **Guests:** John Ryan, Burt Staniar, Gwen Wills
  
3. **Approval of the Minutes** – Minutes of the May 18, 2019 meeting were emailed to members of the Board of Directors for review prior to the meeting. Desi mentioned a correction; she was on the teleconference call. *A motion to approve the minutes of the May 18, 2019 Board of Directors meeting as amended to add Desilene Phillips' name to those present via teleconference and remove her name as absent was made by Aleta Seifert, seconded by Ann Swinker. With no further discussion, a vote was taken and the motion passed.*
  
4. **Treasurer's Report** – Shawnda Felton. A Financial Statement was emailed to members of the Board of Directors for review. See attached. Checking account beginning balance May 1, 2019 was \$33,086.25; deposits were \$4,432.55; payments were \$20,475.37 (which included a \$15,000 transfer to the money market account); ending balance May 31, 2019 was \$17,043.43. Beginning balance June 1, 2019 was \$17,043.43; deposits were \$3,130.40; payments were \$5,082.55; ending balance June 30, 2019 was \$15,091.28. Beginning balance July 1, 2019 was \$15,091.28; deposits were \$4,747.89; payments were \$2,246.10; ending balance July 31, 2019 was \$17,593.07. Money Market account balance as of July 31, 2019 was \$65,949.38. *A motion to accept the Treasurer's report subject to audit was made by Bud Wills, seconded by Ann Swinker. Motion passed.*

5. **Corresponding Secretary's Report** – Aleta Seifert. Report was emailed to Board members prior to the meeting. See attached report. Received thank you letters from: Cambria County 4-H and Jeffrey Hyde from Penn State College of Ag Sciences for our donation for the handicapped mounting block ramp; Keystone International Livestock Exposition for sponsorship; Equine Land Conservation Resource for partnership; Larry Herren who attended the packing clinic had glowing kudos for Bud & Gwen's presentation.
6. **Foundation Report** – Jeanne Goforth. Elaine reported via Jeanne's email. General Account balance \$56,256.73; Scholarship Account balance \$255.30.
7. **Old Business:**
  - A. **PEC Member Trail Ride** -- Skip Seifert. Good food and weather; the flies were bad; 11 new people; total 33 people. One person did not show due to work. Skip suggested we refund the fee for camping/stall. *A motion to give a refund of the stall/camping fee to John Ryan, Jr. was made by Bud Wills; seconded by Capri Stiles-Mikesell. Motion passed.* (We also wanted to refund Edith for one night's camping because she and John left early, but she declined.) Bud mentioned Skip did a good job of greeting everyone and advising where to go. Suggested doing again for next year. Skip will check with Bob Summers for a date for next year.
  - B. **Web Site Design** – Aleta Seifert/Amanda Gerner. Aleta asked Board members if they had a chance to look at the new web design. Elaine commented that the logo color is different. Aleta said the logo color is different for the website only. Letterhead, etc., will remain the same blue and white. Aleta and Amanda will go over the proposed web site page by page and then meet with Churchill. It was suggested using our own photos rather than generic photos. Amanda will collect photos into a file to give to Churchill. It was suggested we highlight the Equine Learning Center and Trail Stewardship programs. *A motion to move along with Churchill Strategies, LLC on the web site design and for Aleta Seifert and Amanda Gerner to continue to work with Churchill was made by Ann Swinker, seconded by Skip Seifert. Motion passed.*
  - C. **PEC Annual Meeting & Issues Forum** – Gail Eichelberger. Dates are November 8 & 9 at the Grantville Holiday Inn, Grantville. Cost is \$40 per person. Working on agenda; have some good speakers; will be visiting Capital Area Therapeutic Riding Association. Information will be sent out by e-blast. Application form will be in our next newsletter in *East Coast Equestrian*.
  - D. **PEC Specialty Plate – PennDOT Fee Increase** – Tabled.

- E. VIP Night for 2020** – Gail Eichelberger. Skip asked for suggestions to revamp VIP night. He will talk to Denise about possibly recognizing PEC volunteers and scholarship recipient/s during Theatre Equus and not doing VIP night. Linda is getting a date for a legislative day at the state capitol. Gwen suggested making up a packet of information to give attendees to meet with their own legislators.
- F. Communication for Sunday Hunting Opposition** – Discussed preparing something to use when contacting representatives that includes results from our surveys taken at Expo on Sunday hunting, e.g., number of surveys collected, % of people opposed, etc.; use equine impact study information. Bud & Gwen will prepare something and send it out to the Board.

## 8. New Business:

- A. Credit Card Machine for Membership and Signs** – Gail Eichelberger. Shawnda had emailed information about a credit card device which could be used for memberships and sign purchases at the PEC booth. *A motion to purchase the Square Terminal for \$399 plus \$20 for paper was made by Bud Wills, seconded by Capri Stiles-Mikesell. Motion passed with one dissenting vote (Skip Seifert).*
- B. Increase in Membership Dues** – Gail Eichelberger. Shawnda had sent a recommendation for increasing membership dues. After discussion, and recognizing the work Shawnda put into the proposal, this was tabled with the exception of an increase for business membership. *A motion to increase the business membership to \$120 beginning with 2020 membership was made by Skip Seifert, seconded by Mike Kraft. Motion passed.*
- C. Sponsorship Banners** – Gail Eichelberger. The matter of who should provide a sponsorship banner was discussed. It was mentioned that PEC provides its own banner for events it sponsors. It was decided that it is better to have a sponsor provide their own banner to us to be used at our booth.
- D. Pennsylvania National Horse Show** – Mike asked for permission to rent furniture again this year for our booth at PNHS. *A motion to rent furniture for our booth at the Pennsylvania National Horse Show was made by Skip Seifert, seconded by Ann Swinker. Motion passed.* Mike will make arrangements.

## 9. Committee Reports:

- A. Advertising** – Capri Stiles-Mikesell. No report.

**B. Collegiate/Youth Membership** – Capri Stiles-Mikesell. Capri reported we reached 20 4-H Horse Clubs through our drive this spring. Capri will be speaking to some clubs after show season. It was decided to continue to offer free memberships to 4-H Horse Clubs in 2020.

**C. Education Grant and Scholarship Programs** – Amanda Gerner. Two scholarship applications were received and will be reviewed by the committee.

**D. Electronic Director’s Manual** – Capri Stiles-Mikesell. Capri reported she is working with Shawnda going through the electronic manual page by page so it is ready for the new website.

**E. Equine Learning Center** – Mike Kraft. Report was emailed to Board members. The York Fair schedule is filling up; shifts are either full or have four volunteers.

**F. Equine Health and Regulations** – Ann Swinker. Report was emailed to Board members. Information was taken from the EDCC. There was a case of Eastern Equine Encephalitis in New Jersey; this spring/summer at New Holland, PA there was a case of a donkey with strangles which came out of VA which was taken care of right away. In May, a case of EHV-1 (equine herpes virus) was contained in Chester County. Desi mentioned a case of rabies in a bobcat. Killer bees are advancing into PA. Was suggested checking with county extension office for local beekeepers if need help.

**G. Facebook** – Amanda Gerner. Report was emailed to Board members. We have around 1700 followers. The latest post with the most reach was information about the trail closure at Thunder Mountain in Elk County. Annual Meeting information is on our Facebook page.

**H. Legislation** – Linda Golden. Report was emailed to Board members. Responded to calls and emails on zoning issues, abandoned horses, boarding contracts, and a problem between a stable owner and horse owner. Dates on hold for a display at the PA Capitol are October 29 & 30 in the Main Rotunda. Bud and Gail will talk with Linda about other dates and if the legislature is in session. Was mentioned to make appointments with legislators. Charlie suggested contacting ABC 27 Good Day PA news.

**I. Membership** – Shawnda Felton. Report was emailed to Board members. As of August 1<sup>st</sup>, total of memberships is 798; total of members is 4,233. Elaine presented for approval a proposed letter from Shawnda to be sent in October to Lifetime members regarding the personal excess liability insurance option; letter was approved.

**J. Newsletter** – Judy Cole. Report emailed to Board members. If there is enough material for 20 pages for our newsletter, Judy asked to have permission to increase from 16 pages (current number) to 20 pages. *A motion to increase the number of pages for the PEC's newsletter to 20 as needed was made by Desilene Phillips, seconded by Bud Wills. Motion passed.* The October newsletter will be in the *East Coast Equestrian*. Information is due to Judy by August 30.

**K. Nominations** – Bud Wills. Email was sent out regarding those Board members who are up for re-election in November and asking for submission of an updated résumé and statements of commitment by September 15th. Jeanne, Linda, Sharon, Capri, Edith, Skip, and Elaine are up for re-election.

**L. PennAg Liaison** – Skip Seifert. Had meeting July 18 at Centre Hall. Skip mentioned about coordinating with PennAg on doing a fact sheet on the recreational cargo regulations.

**M. Policies and Procedures** – Aleta Seifert. No report

**N. Signs** – Skip Seifert. Sign sales are steady and there is sufficient inventory.

**O. Sponsorship** – Skip Seifert/Mike Kraft. No report. Elaine mentioned Shawnda prepared a proposed sponsorship letter, level descriptions, and application form for consideration.

**P. State Directors Chair** – Gail Eichelberger. There are a couple people interested in becoming county directors, one from Bucks Co. and one from Bradford Co.

**Q. Trails** – Bud Wills. Report emailed to Board members.

Bud mentioned the Coalition of State Horse Councils' meeting is in October in Denver; airfare is around \$250 roundtrip per person, plus hotel. *A motion to cover travel and hotel expenses for Ann Swinker and Bud and Gwen Wills to attend the Coalition of State Horse Councils' meeting in Denver in October was made by Aleta Seifert, seconded by Amanda Gerner. Motion passed.*

**AHC'S CONGRESSIONAL RIDE-IN in DC** – October 22 & 23 – Will be concentrating on the Senate regarding the PAST Act. Horse Caucus will be presenting. *A motion to send Bud and Gwen Wills to attend the American Horse Council's Ride-In in Washington, DC on October 22 & 23 was made by Capri Stiles-Mikesell; seconded by Judy Cole. Motion passed.* We will put something together on the PAST Act for Chris Herr.

Skip mentioned he was at Promised Land and the equine camping area is currently not getting much use; hopefully it will pick up.

**10. Additional Business:**

- A. Ann mentioned that Dr. Terry Etherton, head of the Dept. of Animal Science of Penn State, announced he will be retiring. He has been a supporter of the horse industry and equestrian pursuits in the state.

**11. Meeting Dates**

- (1) November 8 & 9 -- Annual Meeting & Issues Forum, Grantville Holiday Inn

**12. Meeting Adjournment**

*A motion to adjourn the meeting was made by Bud Wills, seconded by Edith Ryan.* With no further business, the meeting was adjourned at 8:10 pm.

Respectfully submitted,

*Elaine E. Winters*

Elaine E. Winters

Recording Secretary