

# Chino Valley Equestrian Park Board Meeting

**Date:** October 10, 2025

**Time:** Called to order at 6:05 PM]

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## 1. Administrative Matters

### 1.1. Call to Order & Attendance

- Meeting called to order at 6:05 PM.
- Roll call and introductions completed; five board members present.

**Attendance:**

- Trudy Ruth (President)
- Kay Oden (Secretary)
- Greg Valente (Vice President)
- April Durnae (At Large)
- Mary Henry (Treasurer)
- Lynn Valenti (Member)
- Bill Oden (Member at Large – late arrival)

**Absent:**

- Tracy Ranick (Alternate Board Member)

### 1.2. Approval of Previous Minutes

- September minutes were approved.

### 1.3. Secretary Transition

- Kay Oden will resign as Secretary effective end of 2025.
- Lynn Valenti nominated and unanimously approved as incoming Secretary (effective January 1, 2026).
- Written resignation letter from Lynn Trenery to be attached to meeting minutes for formal record.

### 1.4. Board Membership & Elections

- Noted vacancy at Member at Large position; elections process discussed.
  - Elections (via Election Buddy) scheduled for October 31, 2025. 122 eligible voting households.
  - Intent to post vacancy on Facebook, with requests for bios/applications within one week. If no responses, current slate will proceed.
  - Discussed non-strict adherence to bylaws regarding reviewing bios due to lack of new candidates.
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## 2. Financials

### 2.1. Quarterly and September Reports

- Net income for July–September 2025: \$1,205.17.
- September net income: \$1,200.
- Main income: Memberships, clinics, donations, and horse shows.
- Expenses: Ordinary facility operations (maintenance, credit card, tractor, supplies, show expenses).
- End of September bank balances:
  - Checking: \$7,292
  - Savings: \$10,003
  - Card balance with Chase: \$1,557

### 2.2. TPT (Transaction Privilege Tax) Update

- Mary receiving demand letters from the State of Arizona.
- Plan: Contact CPA immediately (October 11)—make payment and set up payment plan.
- Intention to clarify with CPA/state that horse show income is community/schooling income, not subject to TPT tax due to educational exemption.
- Willingness not to dispute taxes on membership or facility rental; will challenge only show income classification.

### 2.3. Outstanding Bills & Dues

- Chino Valley Chamber of Commerce: \$150 due for next year; will hold off payment until December or pending more membership income.

- Another membership received via Zelle; to be coordinated with membership records.
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### 3. Membership

- Membership numbers estimated at 178 as of meeting date.
  - New members can join now (rest of 2025 + all of 2026).
  - Reminders to issue a PSA at the January meeting for renewals and to ensure all board members have renewed by February.
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### 4. Events & Committee Activities

#### 4.1. Parade Participation

- Veterans Day Parade in Prescott scheduled for Tuesday, November 11, 2025.
- Committee declined participation due to weekday timing, location, and resource constraints.
- Discussion to designate a parade coordinator next year for increased planning and representation.

#### 4.2. Horse Show Year-End Banquet

- **Date:** October 25, 2025 (Saturday), 1:00–3:00 PM at El Charro Norte.
- El Charro Norte is donating the food. Attendees responsible for their own drinks, additional menu orders/desserts, and tips for servers.
- RSVP deadline: October 20, 2025; flyers to be distributed to horse show participants.
- Proposal to honor El Charro Norte/owner with honorary membership for ongoing support.

#### 4.3. Volunteer/Partner Up Ride Days

- New initiative: "Partner Up Ride" set for Sunday, November 2, 2025, noon to 3 PM.
  - For members; guests may attend for \$10 and must sign a waiver.

- Designed to encourage member interaction, facilitate new membership, and create structured open ride days.
  - Aim to offer 1–2 days a month (Fridays/Sundays) for open community rides.
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## 5. Promotion & Outreach

### 5.1. Community Awareness

- Persistent issue: Local equestrians unfamiliar with the park's existence.
- Mailing campaign discussed—cost for wide distribution mailers/postcards via the local post office is ~\$1,500.
  - Revisit after financial situation improves.
  - Target areas: Chino Valley, Paulden, Williamson Valley.

### 5.2. Flyers, Banners, and QR Codes

- Increase local presence through banners (with QR code and website) on Chino Valley Farms' fences, at park entries/exits, and info boxes for first-time visitors.
  - Consider use of free and inexpensive flyers, brochures (already at all three local Chambers of Commerce).
  - Plan to update or retrofit existing banners with QR codes (Tom to assist).
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## 6. Fundraising & Donations

### 6.1. Arena 2 Fundraiser

- Arena 2 needing significant repairs and new footing.
- Proposed targeted fundraising campaign: Solicit \$300–400 per donor, with "thank you" membership offered as a gift after donation (not advertised ahead to avoid tax complication).
- Consider "Make Arena 2 Great Again" as fundraising theme.
- Explore inclusion of partner organizations in fundraising (4H, Horses with Heart, Blue Moon Horse Rescue).
- Quilt raffle proposed (quilt offered as donation from Quilting Guild).

## 6.2. Community Fundraising / Fun Day

- Concept: Hold a spring fundraiser (possibly March), involving vendor booths (donation for participation), horseback games (cornhole, trail obstacles), and partnerships with local youth groups and charities.
- Possible venues: Park or El Charro Norte.
- Suggestion to combine awareness, fun, and fundraising.

## 6.3. Sponsorship Recognition

- Continue to maximize sponsor support (e.g., El Charro Norte), with ideas to dedicate arenas or public honors for major donations.
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# 7. Facilities & Maintenance

## 7.1. Arena Maintenance

- Ongoing issue: Arena 2's poor footing and hard pan/rocks.
- Plan to seek in-kind or low-cost help from local landscaper (Brian Murphy); potential new rock removal equipment/proposal pending.
- Potential solutions: De-rock, re-grade, sift current dirt, and add \$6,000 at \$17/ton, with bonus offer from Charter Materials for extra 50 tons).
- To try shade cloth (donated material) or eventually invest in used conveyor belts as wind/sand barrier. Work party to be scheduled for shade cloth installation.

## 7.2. Regular Grooming & Watering

- Maintenance volunteers needed—Facebook and 4-H outreach planned.
- Typical grooming: Mondays and Fridays, water as needed before events/shows.
- Arena water truck/fill noted as time-consuming (up to 45 minutes/fill; 4 hours to water both arenas).
- Ongoing volunteer training and scheduling to reduce burden on key individuals.

## 7.3. Equipment Issues

- Missing bolt from groomer in Arena 2—ongoing search with magnet planned.
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## 8. Facility Rentals & Event Process

### 8.1. Rental Fees & Structure

- Planned increase in arena rental fees (from \$250 to \$350 per day for Arena 1 and from \$150 to \$250 for Arena 2).
- Additional charges for obstacle course, extra grooming/watering, or use of park equipment (e.g., covered wagon).
  - Grooming/watering for outside groups: \$25 per occurrence (paid to volunteer/staff).
- All non-board event proctoring to be paid or covered by renting group (not by board).

### 8.2. New Application & Agreement Workflow

- Introduction of an online application for all new facility rental requests to screen for appropriateness and capacity issues.
- Site visit required before signing rental agreement. Agreement to specify:
  - Spaces, amenities, and services provided (including number of groomings, use of equipment, trash/porta-potty needs, etc.)
  - Emergency and contact protocols (address and board contact list provided to each renter)
  - Deposits required for each component, with deposits retained if canceled late.
  - No longer allowing pro bono/volunteer proctors supplied by park—each group must bring their own helpers.
  - Direct payment to park for pens, RV hookups, etc.; planning to add online payment to future website.
  - 48–72 hour window for post-event walkthrough before returning damage deposits.

### 8.3. Contracts & Website Technology

- Tracy Ranick sourcing web developer for major upgrade (beyond Wix limitations); goal is full e-commerce, online forms/payment, and automation of event administration.

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## 9. Chamber of Commerce & External Guides

## 9.1. Advertising Decisions

- Declined to renew ad in Arizona Horse Connection Equine Guide (\$275/half page), citing questionable ROI compared to grassroots campaigns and improved online/social outreach.
- Will instead invest in Chamber of Commerce fees and activities.

## 9.2. Chamber Participation

- Tracy represents park at Chamber events; board expresses interest in increasing visible branding (badges, shirts, business cards).
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# 10. Other Board Business

## 10.1. Member Feedback & Community Relations

- Noted improvements in member/member feedback; no recent complaints about facilities or operations.
- Increase in positive comments, especially regarding show organization and arena condition.
- Ongoing advocacy to encourage increased participation, especially for work days and volunteer-based maintenance.

## 10.2. Volunteer Opportunities

- Maintenance team recruitment, both for scheduled grooming/watering and special projects (work parties, equipment fixes).

## 10.3. Meeting Structure & Conduct Policy

- Clarified that board/committee meetings are for board and designated committee members; general members may attend but may only speak during designated comment time at end (per Robert's Rules).
- Board retains discretion to limit member comments (e.g., time per speaker) and remove disruptive non-members.
- Board will retain only two open meetings per year for broad member input.

## 10.4. By-Law Adjustments

- Acknowledgement that some elections process steps (e.g., membership committee review of candidates) deviated slightly from strict by-laws due to lack of contenders; agreed to proceed per circumstances.
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## 11. Action Items

### Immediate/Before Next Meeting

- **Financial**

- Mary to contact CPA on TPT tax, arrange initial payment, and participate in call with state authorities.
- Table Chamber of Commerce renewal until December.

- **Elections**

- Facebook post for member at large candidate; deadline in one week for interest/bios.
- Complete Election Buddy prep; send out ballots October 31.

- **Member Communications**

- Trudy to prepare PSA and communications regarding January/February membership renewals for board members and general membership.
- Finalize banquet flyer with RSVP date for October 20, distribute to participants.

- **Event/Facility Planning**

- Finalize, announce, and promote "Partner Up Ride" event for November 2, noon–3pm.
- Develop parade committee/point person for 2026 event season.
- Coordinate with Brian Murphy regarding Arena 2 de-rocking proposal and see about any in-kind offers; involve Tom as needed.
- Plan work party to install shade cloth as wind barrier—schedule in next few weeks.
- Post volunteer maintenance needs to Facebook and via 4-H parent email.
- April to work with Tom on updating banners with QR codes for increased public outreach.

- **Website & Rentals**

- Tracy to follow up with web developer on potential new website platform.

- Event committee to refine/finish application/agreement forms and pricing structure; incorporate new procedure for contracts and add-on services.

### For Early 2026

- Execute board member renewal check/roster at February meeting and address gaps.
  - Consider scheduling larger fundraising event in March (fun day, combined community groups).
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## 12. Follow-Up & Upcoming Meetings

- Next scheduled meeting: [November 13.]
  - Final vote on fundraising plan and fun day structure at following meeting.
  - Monitor progress on Arena 2 de-rocking and sand/footing proposal.
  - Check membership, volunteer, and outreach effectiveness after new initiatives (mailers, banners, events).
  - Continue tracking TPT tax situation and update board at next meeting.
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## Summary

This meeting covered a broad range of topics including park finances, TPT tax management, major events, facility maintenance, strategic fundraising, and community outreach. Robust discussions emphasized:

- The need for more organized outreach and better public visibility.
- Addressing critical infrastructure issues (especially Arena 2 and maintenance volunteer shortages).
- Migrating toward professional, automated event and membership management via an upgraded website.
- Increasing fundraising and community integration by collaborating with local youth and equestrian-oriented non-profits.
- Streamlining annual membership, board elections, and organizational procedures.

- Setting a clear, equitable standard for facility rental processes and fee structures for outside groups.

The board is focused on short-term actionable goals (immediate events, fundraising, maintenance) as well as longer-term strategic improvements (partnerships, technology, facility enhancements). There is a proactive attitude toward feedback, transparency, and community-building.

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**Adjourned:** 7:55p.m.

Respectfully Submitted

Kay Oden, Secretary