

## CHINO VALLEY EQUESTRIAN ASSOCIATION – BOARD MEETING MINUTES – APRIL 11, 2024

- A. CALL TO ORDER - The meeting was called to order at 6:07 pm.
- B. ROLL CALL –
- a. Board Members: President Cooper Anderson, Vice-President Sally Hensley, Treasurer Trudy Ruth, Secretary Mary Henry, Member at Large Kay Oden, Member at Large Bill Oden and Member at Large April Durnez were present. Member at Large Susan Van Buren was absent (vacation).
  - b. Membership attendance: Lynn Valenti, Greg Valenti, and Maralyn Teare
- C. MINUTES – March minutes were approved as presented.
- D. OFFICER REPORTS
- a. Treasurer –
    - i. Financials were distributed and reviewed. One change will be made, correctly showing the income from Cowboy Challenge as Income and not Expense.
    - ii. Trudy’s presentation of the Annual Report at the town meeting on April 9<sup>th</sup> was very well done, and Board Members Mary Henry, Sally Hensley and April Durnez were also in attendance. The Town meeting was very well attended, with standing room only.
    - iii. The Liberty Arena has been completed and it was noted that there are several gates that will be wired shut, with only the two “end” gates being secured with locks. Trudy also mentioned that she did some research regarding arena footing. After discussion of pricing and amount of footing, Trudy motioned that CVEA purchase 2” of sand footing for both the Liberty Arena and the Round Pen for the current pricing of \$1,500 plus delivery, seconded by Mary, and the motion was carried.
    - iv. Trudy also presented ideas for a Rules banner. Discussion ended with 4-5 rules, and Mary motioned that the rules be accepted as presented, seconded by Sally, and the motion was carried. Trudy will send rules to Mary for a sign order.
    - v. Trudy made a motion that the Liberty Arena be listed on the Facility Rental Agreement with a price of \$100, seconded by Kay, and the motion was carried. There is already interest in this arena rental.
    - vi. The solar lights have been received and there needs to be a walk-thru to determine locations for sampling their effectiveness.
    - vii. Trudy mentioned that the resignation of the President is bringing to the forefront that the CVEA By-Laws need to be amended. It was suggested that the Board members do a quick review of the By-Laws and send any suggestions to Trudy; Trudy will work up a draft and work with Abby to complete some needed updates to the By-Laws, with board approval.
  - b. Secretary –
    - i. The Park Rules banner has been installed at Arena 1. It was decided that the wood posts will not be used for the other banners (Cooper will purchase them), and we will purchase the sign posts sold by Tom’s Print and Sign for them. Some older signs need to be taken down, and more signs and sponsor banners are being ordered.
    - ii. Volunteer hours were collected.

- c. Vice-President –
  - i. Office building electrical is being researched and Carl (electrician) is still working on the breakers. All our outlets appear to be working currently, except the outlet behind the old refrigerator.
  - ii. Greg Valenti has installed a pole and speaker at the Driving Arena. Also installed a speaker stand/speaker on a light pole on the west side of Arena 1. This speaker still needs to be hooked up to electric via trenching through the arena to the east side.
  - iii. We will also be investigating water line trenching from the previous water tank area for hydrants/spigots near the Laser pens, and near the north side of Arena 2. Blue Stake will likely be required.
- d. President –
  - i. Cooper suggested that the board considers a line item in the annual budget for a Social Media person. He further suggested that we expand our presence beyond Facebook, and add TikTok, so that CVEP is more widely viewed on social media.

## E. Committee Reports

- a. Marketing/Social Media
  - i. See President's comments, above.
- b. Membership
  - i. currently, there are 140 members signed up for the 2024 calendar year. 12 more additions since our meeting last month.
  - ii. Kay advised that Christy Rose is working with Prescott High Horsemanship, and will follow up if there are any opportunities to have courses or clinics at CVEP.
  - iii. Spectrum Healthcare has been sent a Sponsorship package, but we have not had any response.
  - iv. Rodeo bartending – Kay will be getting a list of names and phone numbers from Laser to coordinate the CVEP crew for bartending at the Prescott Rodeo on July 5<sup>th</sup>.
- c. Facilities Management
  - i. See comments from the Vice President, above.
  - ii. Cooper suggested building or obtaining a kiosk for sign-in, money drop, and various information postings. Bill Oden will get some information regarding costs and maintenance.
- d. Info for Members – none at this time
- e. Grants/Fundraising
  - i. April has successfully obtained 2 new sponsors, Priority Ambulance and True Roofing. She is continuing her efforts to obtain Drake Cement as well.
  - ii. April is also enhancing our sponsor material to include high dollar sponsors in the amount of \$5,000; and a discussion included getting pricing for a Reader Board for the north end of Arena 1. April will approach potential high dollar sponsors to gauge their interest and work on a proforma of cost vs income potential.
  - iii. April, Sally and Trudy will be meeting to discuss sponsorship levels of Platinum, Gold, etc., which will eventually be posted prominently on our web page.
  - iv. April would like to be the point of contact for all sponsorship and fundraising efforts, even if just copied on who is being contacted. This way, she can follow up with her enhanced selling techniques, if needed!
- f. Volunteers – n/a
- g. Events –
  - i. Spring Show Series – first of the series was postponed, and there was a very positive response from the membership, due to weather concerns.
  - ii. Fiesta Days Rodeo and Bartending – Cooper will manage the volunteers, and coordinate with Kay Oden. Greg Valenti mentioned that LASER volunteers are willing and ready to sign-up on our behalf.

F. Miscellaneous and Member Discussions:

- i. It was noted that a new member has been bringing guests without proper notification, waivers and fees. Trudy will reach out to her and remind her of the premier member rules.

ADJOURNMENT: The meeting was adjourned at 7:40 pm. The next meeting will be Thursday, May 9, 2024.

Minutes recorded and respectfully submitted by:

*Mary Henry*

Mary Henry, Secretary