

# Chino Valley Equestrian Association

## Open Board Meeting

July 11, 2025

Meeting called to order at 6:08p.m.

Attendance: Trudy Ruth, Greg Valenti, Mary Henry, Lynne Trenery, Traci Ranik, Kay Oden, Absent are Merilee Mills and Bill Oden; Members in attendance: Kati Anderson and Diane Judge

## Main Topics Discussed

### 1. Administrative Items

#### a. Meeting Protocols

- Reminder to speak one at a time for the benefit of accurate minutes.

#### b. Approval of Previous Minutes

- June minutes were distributed a week prior; only one formal approval received, no objections or comments.
  - June minutes deemed approved.
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### 2. Officer and Committee Reports

#### a. Treasurer's Report

- **June 2025 Financial Summary:**

- Income: Just over \$3,000
- Net income: -\$1,465 (negative)
  - Cause: Two credit card payments made in June (\$950 and \$759); future payments now auto-set at minimum due to 0% interest.
- Memberships:

- Continued acquisition of half-year and short-term memberships (at least 3-4 new memberships and 2 summer months).

• **Six-Month Profit Statement:**

- Positive income: \$1,774 YTD (does not include tips).
- Tips earned YTD: \$3,078.50.

• **Guest Policy:**

- Guest fees: \$10, payable via the announcer's booth mailbox or directly.
- Waivers required for guests; additional forms and working pens to be provided.

• **Questions:**

- Clarification of tip amount prompted (\$3,078.50 confirmed).

b. Secretary

- Volunteer hours sign-up circulated and completed.

c. Vice President

- No report; bartender topic scheduled for later.

d. Chamber/Outreach

- Tracy did not have a formal report due to scheduling, but confirmed ongoing communication regarding upcoming mixers and local events.
- Upcoming: Chino Valley's first-Tuesday mixer in August at Triple Three Farm.
- Tracy will forward all related event emails to ensure complete notification.

e. Membership

- Noted issues with some not receiving emails.
- **Current Membership Numbers:**
  - Total members: 163
  - Premier individual: 69
  - Family: 80
  - 4H: 11
  - Event members: 3

f. Facilities

- **Pen Covers:**

- Still in progress, requires a trip to Mesa; no new update due to logistics.

- **Water Lines:**

- Awaiting information from the town regarding potential meter installation.
- Two options being considered:
  - Meter by water spigot between parking areas.
  - Running a new line to an existing working meter.
- Must coordinate town's part before seeking bids from plumbers.

- **Weed Control:**

- Completed sprayer work on July 11th: 75 gallons of weed killer and pre-emergent used in key areas including arenas, pens, trail course, parking lots, and electrical boxes.
- Manzanita Landscape donated 10 gallons of product (5 weedkiller, 5 pre-emergent); about half used during this application.
- Weed control deemed necessary monthly; possibility to purchase a new sprayer (~\$250 at Tractor Supply) if needed.
- Discussion about donated or purchased small vehicle (lawnmower/quad) to make future spraying and maintenance easier.
- Request for a thank you card/banner for Manzanita Landscape.

- **Trail Course:**

- Issues with the bridge (damaged, needs repair) and course footing (clumpy, rough; needs sand and a lot of dragging).
- Charter Sand suggested at \$20/ton; nonprofit discount available.
- Need for small, maneuverable vehicle to drag course areas.
- Additional material needed for obstacle steps to remain flush with logs to avoid hazards.

#### g. Information/IT

- Nothing new to report; general inquiries quiet except for one relayed to the group.

#### h. Fundraising

- **Rodeo fundraiser:** Raised \$3,078.50.
  - Fundraising activities on pause due to computer issues; all tasks being handled via phone until new equipment can be acquired after vacation.
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### 3. Rodeo Bartending Recap

- Early nights of the rodeo: Lower funds raised (\$1,700 the first few nights by other groups).
  - Two absentee volunteer groups created significant gaps; may affect future group involvement and policies.
  - Praise from rodeo organizers for CVEP group's professionalism and high performance.
  - Negative feedback on replacement group after CVEP's shift; further highlighted CVEP's contribution.
  - Discussion on application and selection process for nonprofit volunteer positions at rodeo bars; CVEP's 6-7 year track record praised.
  - Concerns raised over future of this fundraising opportunity due to reliability issues of some groups.
  - Suggestion to explore picking up additional shifts, but need for more volunteers is a limiting factor.
  - Noted that rodeo bar income constitutes a significant portion of rodeo finance; \$15.3 million noted as amount earmarked for renovations.
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### 4. Volunteer Recruitment & Retention

- Continuing need for more volunteers, especially for events and maintenance.
  - Emphasized importance of word-of-mouth recruitment (phone calls, direct asks, Facebook) over mass emails.
  - Recognition for effective volunteer contributions during rodeo, including positive feedback for barbacks and support team.
  - Consideration for acquiring a small vehicle (lawnmower, quad, or "gator") for regular maintenance; plan to request donations from membership.
  - Discussion on the importance of highlighting the all-volunteer nature of the organization to encourage more help.
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### 5. Upcoming Horse Shows, Events & Banquet Planning

- **Absence Notice:** Key member will be unavailable for next show (August 30).
- **Year-End Banquet:**
  - Proposal to hold a first-ever year-end awards banquet/lunch after last show (October 11).

- Intention to combine awards for both driving and horse show series.
  - Considering whether to host it indoors or in the pavilion; planning to contact key individuals for timing and coordination.
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## 6. Event Calendar & Upcoming Changes

- **September Show Revision:**

- Change from a double-point show with one "go" and cowboy challenge to a "Cowboy Classic": triple points across two separate days, plus a cowboy challenge with Friday workshop.
- Event dates: September 5-7 (setup on Thursday, September 4).
- New club from Utah may participate; possible attendance from New Mexico (last chance for world points).
- Proctor assignments for shows; need for additional volunteers.

- **Food:** Kelly's Kitchen secured for Saturday and Sunday.

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## 7. Marketing & Outreach

- **Radio Advertising:**

- Proposal for \$240 (10 paid + 10 complimentary 30-second commercials) with KVRD 105.7 (country radio), running 6am–8pm.
- Discussion on timing:
  - Noted that starting late summer/early fall may be less effective due to event calendar; suggestion to defer to early 2026.
  - Need for assurance of public service announcement (PSA) participation with other local stations (e.g., KDDL 94.3).
- Recommendation to increase visibility via local media, requesting updates/minutes announcements.

- **Physical Signage:**

- Suggestion to approach Chino Valley Farms for permission to place banners or signs advertising events/directions.
- Offer to research contact and propose arrangement.

- **Event Clinics:**

- Noted lack of formal clinics this year; group consensus that more clinics would be beneficial.

- Advance planning necessary (many major show circuits already plan a year ahead).
  - Discussion of possible Dressage events and facility upgrades needed to attract such events.
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## 8. Junior Rodeo Partnership Updates

- **2026 Event Prospects:**

- Some rodeos relocated to Casa Grande, but September rodeo site is unconfirmed.
  - Outreach will continue to try and secure CVEP as a future venue; preparations and timeline emphasized.
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## 9. Event Scheduling & Long-Term Planning

- Need for show committee to set 2026 dates ASAP to avoid conflicts with other organizations (noted repeated overlap with holiday weekends).
  - Suggestion to start gathering and coordinating date lists with other regional events/organizations.
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## 10. Recognitions & Closing Comments

- Guest feedback: Noted and commended rapid improvement of facilities over one year; positive note on progress made.
  - Gratitude expressed by the board.
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## Action Items

### 1. **Membership & Outreach**

- Forward events and mixer emails to all members (Tracy).
- Investigate and resolve membership email delivery issues.
- Circulate request to membership (via email & word of mouth) for donation of a small vehicle (lawnmower, quad, gator, etc.).

## 2. **Facilities & Maintenance**

- Place thank you card and banner for Manzanita Landscape (for weed control product donation).
- Continue monthly weed spraying; secure funds or donation for equipment as needed.
- Repair trail course bridge and footing; acquire and spread additional sand (\$20/ton from Charter).
- Add material to obstacle steps to maintain safe footing.
- Seek a drag device from available members for arena/obstacle maintenance.

## 3. **Events**

- Coordinate specific date and plan for year-end banquet (October, post-show).
- Outreach to confirm interest for further/other clinics and new events for 2026.
- Continue volunteer recruitment for key September event, including proctors and show support.

## 4. **Marketing & Sponsorship**

- Research the cost-benefit and best timing for radio campaigns (postpone paid advertising until early 2026; prioritize PSAs).
- Approach Chino Valley Farms for permission to post signage/banner.
- Seek guarantees of inclusion in local radio event listings.

## 5. **Junior Rodeo**

- Reach out again to Junior Rodeo organizers regarding September rodeo opportunities.

## 6. **Show/Events Committee**

- Form committee and confirm 2026 show dates before the calendar fills up; coordinate with other regional organizations.

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## Follow-Up Points

- **Marilee:** Will provide her report by the end of next week via circulation/email.
- **Pending Town/Water Line Info:** Awaiting specifics from town on water project prior to seeking bids.
- **Next Events:** Confirm dates, roles, and volunteers for September's "Cowboy Classic" and year-end banquet after October 11.
- **Sponsorship/Signage:** Update on Chino Valley Farms permission for signage at intersection.

- **Volunteer Drive:** Continue informal and direct volunteer recruitment.

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## Meeting Adjournment

- **Official Adjournment:** 7:02 pm