

BOD Meeting June 28, 2017

Call to order by President Nancy Edwards at 7:00 pm.

President's message: Silence phones; please talk loudly and clearly so everyone on the phone can hear.

Roll call: An attendance chart is attached to these minutes.

Minutes from May 24:

- Motion made by Ron Miller to approve minutes; seconded by Scott Steers. Passed.
- Karen brought up a clarification that needed to be put into the May minutes. Ron motioned to accept the change into the minutes, Floyd Finney seconded amendment. Passed.

Treasurer's Report:

- There are two days left in the fiscal year; submit any outstanding bills to Ron as soon as possible.
- Ron will be re-establishing a CD at the bank to mature by April 2018.
- Motion to approve financial report by Floyd Finney, seconded by Gail Seasor. Passed.

Legislative report:

- The state has not yet passed the budget and all are busy working on that item.
- Last month, WHC agreed to support a bill that would allow newly paved roads to be closed to horses until the roads are sealed and cured and the horses are not likely to cause damage. Jolene took that idea back to the legislature and they want more than just that; therefore, Jolene will ask Mike Collis, Executive Director of State Towns Association, to attend the September meeting to discuss issues and help him understand the perspective of equestrians.

Midwest Horse Fair Report:

- Pat Miller presented the numbers from the MHF. \$250K that is budgeted for WHC will be moved over. There will be more money after the \$250.
- The Alliant Center informed all users of the facilities that the milking parlor is no longer available to use for any purpose during events. MHF had used this area for storage and feeding staff. The MHF has since purchased a trailer to use for storage.
- There was a drop of \$26K in advanced ticket sales which helps explain the lower profit. The MHF is making adjustments to their budgets to allot for any negative issues and there will be less of an impact in profit in future years.
- Attendance was 61,500 for the year; slightly down from 62,000 from 2016.

Old Business

Budget Discussion & Vote 2017-2018:

- Marcia Haase led the discussion on the budget.
 - A discussion was held on district money and what happens to any money that is left over at the end of the fiscal year. Left over budgeted money is put back into the general fund; it is not rolled over; money earned by a district, stays with the district. For 2017 – 2018 budget, all districts are budgeted for \$1500.00.
 - Ron is going to look into making two accounts for the districts; one will hold 'monies earned' by the district and one will hold the money budgets by the WHC. He will report back to the council at a future meeting regarding this situation.
 - Lee Sackett motions that money that is left over in the budget for each districts 2-5 for 2016 -2017 fiscal year, stays with those districts; seconded by Cal Larson. Passed.
 - Jolene asked if money is budgeted to create new brochures with the survey results. There is no money budgeted for this in the 2017-2018 budget.
 - Karen Kroll motions that any left over money that is left in committee funds as of June 30th, be rolled over into the 2017-2018 budget. There is no second to the motion; motion does not go forward.
- Motion made by Rae Geb to pass the budget as presented; seconded by Lee Sackett. Passed.

American Horse Council Economic Impact Survey Info Revisit:

- All members of Wisconsin Horse Council members received the email two weeks ago for the survey. Level 3 organizations should be sending the email out to all of their members to participate. Level 3 organizations need to tell Darla how many members are in their organization so she can track how many surveys could be completed as American Horse Council has asked for the count of members being sent to them.

Follow up to last month's discussion on tornado damage up north:

- Nancy called Sheila Kisling and left her a long voicemail message about this subject. There was no response to the voicemail thus no action taken.

New Business

District 3 Update/Sharing of Information:

- At the last district 3 meeting, Judy Larson attended and discussed ideas on how to market the district better. Ideas included:
 - The use of Facebook to reach out to friends and others in your area
 - The use of other social media to reach out to others
 - Post pictures and then watch to see if they are viewed and how often; follow up to positive responses
 - Use "Boost" to advertise events for no cost
 - Lee is working with several of these ideas and is having positive responses to his efforts

Wisconsin Farm Technology Days:

- WHC will participate in this event on July 11-13 from 9 am – 4 pm at Algoma WI. Chris Cox and Dan James will be giving clinics. If anyone is interested in helping out at the booth, they should contact Nancy as soon as possible.

Other:

- In Sauk Prairie there is an issue with helicopters and ammo that could affect trail riders. These activities are at the old Badger Ammunition grounds. A short discussion was held on this subject but no action taken at this point.
- Cricket Jewett was part of the ROA (recreation analysis program) for nine counties up north. Cricket sent out email blasts to members to respond to the survey. The equine group will not be represented in those counties due to low response to the survey. More state areas will be surveyed so it is important to respond to these surveys so equines do not lose trails throughout the state.

Future Meeting Dates:

- July 26
- August 23
- September 27
- October 25
- November – no meeting
- December – no meeting

Motion made by Scott Steers seconded by Ron Miller to adjourn.

Respectively submitted,

Jill Feller
WHC Secretary