

SCHC Strategic Planning Meeting

July 28, 2012

9:00 am

Clemson Veterinary Diagnostic Center
Columbia, SC

Meeting called	Bill Steele	Administrator:	Betty Rankin
Gatekeeper:	Adam Eichelberger	Coach:	Jeanie Sabbagha
Timekeeper:	Diana Hunt	Opening	Wanda Wood

Attendees: Dee Cross, Carol Deacon, Trish Dingle, Tommy Doyle, , Julia Fisher, Diana Hunt, Wendy Manos, Donna Patterson, Betty Rankin, Merry Roberson, Susan Sander, Jeanie Sabbagha, Hayward Simmons, Keith Stafford, Elizabeth Steed, Bill Steele, Lellie Ward, Billy Joe Williamson and Wanda Wood.

Guests: Dr. Adam Eichelberger, DVM, Veterinary Counsel; Marsha Hewitt, SCDA Equine Specialist; Billy Steed, Ravenel, SC

See list of Action Items at end of minutes.

Treasurer's Report (Donna Patterson) Balance as of 12/31/2011 ~ \$11,610.92; Year-end Balance in Scholarship Fund ~ \$8,201.25; Year-end Balance in reserve – CD ~ \$14,783.01

- ***2011 Scholarship has not been deducted
- **Minutes from annual meeting** (see attached 2012 Expo Report).
- Annual Meeting: For 2013, Annual Meeting will be held in conjunction with the Expo. A change to separate the Annual Meeting from the Expo after the 2013 Expo will considered at a later date. **Action Item: Bill will place discussion on meeting agenda for the 4th quarter 2012.**
- New Business:
 - We are hosting **the National Equestrian Trails Conference (NETC)** formerly SETC, July 18 – 20, 2013 at the Baxter M. Hood Center in Rock Hill, SC <http://visityorkcounty.com/partner/90839/3143/baxter-hood-center/>. This will be the 15th year for the Trails Conference. Marsha Hewitt discussed highlights of the 2012 conference held in Lexington, KY. Board members should let Bill Steele know if they would like to be on the NETC committee.

- Recommendation made to sponsor 10 youth to attend NETC. **Action Item: NETC Committee to follow-up to determine how this selection will occur.**
- Urgent action needed asking Governor Nikki Haley to accept **Federal Recreational Trails Program Grants Funds (RTP)**. Motion approved to move forward on this. Ronda Pratt, SC Trail Coordinator reports that Gov. Haley is favorable to receiving RTP funds. She will advise us if letters of support are needed.
- SCHC Large Animal Disaster Preparedness. Presentation from Charlotte Krugler concerning large animal disaster preparedness across the state. We discussed having sessions in each district for horse owners to provide information to help them prepare for disasters. Volunteers are needed for this. **Action Item: District Board Members to determine time and location to hold an event in his/her district.**
- **Time Line: Bill Steele presented a time line** for August 2012 through December 2013 to illustrate all pending activities the SCHC is committed to holding.
- **Potential Reciprocal Partnership:** Diana Hunt discussed a potential partnership with The American Horse Publications. (<http://www.americanhorsepubs.org/>) will be holding a meeting in Charleston, SC during June 2014. Tommy Doyle (<http://www.palmettocarriage.com/index.html>) donated 60 seats for carriage rides and a tour of Palmetto Carriage. In addition, Tommy graciously offered to host a reception. Motion made and passed to join the AHP for one half year. **Action Item: Diana will contact AHP for reciprocity.**
- Discussion regarding the **SCHC Expo:** The Board agreed that the purpose of the Expo is to provide education, grow membership and raise funds. The Board agreed to consider a scaled down Expo. The Board approved that the 2013 Expo will be held on Saturday, February 9, 2013 at the SC Equine Park in Camden, SC. Trish Dingle, Julie Fisher and Lellie Ward are chairing this committee.

- Suggestion of having Rex Peterson (Hidalgo) at Expo. **Action Item: Betty Rankin to make contact with Cari Swanson.**
- Suggestion made to appoint a committee chair for the 2014 Expo and to look at long range planning to determine possible changes in Expo format. **Action Item: Need volunteer for this position.**
- **Membership:** Board discussed the need for the membership brochure to be updated. **Action Item: Diana Hunt will present the updated membership brochure by the Sept. meeting.**
 - Membership Reciprocities with other organization. The SC Walking Horse Association will exchange memberships with SCHC. **Action Item: Board Members will contact those organizations they agreed to contact if partnerships could be formed by the Sept. meeting.**
- **Web Site:** Jeanie Sabbagha is updating the web site. **Action Item: The following are updating content and providing that information to Jeanie. Jeanie will make the up-dates. Content expected to be updated by the Sept. meeting.**
 - Diana Hunt – membership
 - Bill Steele – trails
 - Wanda Wood – any page
 - Adam Eichelberger – information/news
 - Marsha Hewitt – any page
 - Betty Rankin – committee
 - Julia Fisher – any page
 - Susan Sorenyi-Sander
- **SCHC Newsletter:** The Board had a discussion concerning continuation of the quarterly newsletters for 2012 and beyond. We discussed using the News Flashes as a method of communicating with the membership. The Board was concerned with the on-going difficulty of soliciting content for the newsletters and the increasing costs to print and mail quarterly newsletters. We discussed the commitment the SCHC has made to our advertisers and sponsors to provide exposure to our members through our

quarterly newsletters. **Action Item: Marsha Hewitt, SCDA, to price potential out-sourcing of the newsletter by Sept meeting. Action Item: Bill will explore potential alternatives to satisfy SCHC commitment to advertisers, sponsors, and members by Sept. meeting.**

- **Minimum Standards of Care:** Board discussed that minimum standards has been a continuing goal of the SCHC. **Action Item: Adam will send latest revisions. Each Board member needs to review revisions and send to Adam. Goal is to have Minimum Standards of Care approve by the Board by Dec. 2012.**
- **Basic Guide to Horse Care in SC:** Marsha Hewitt, SCDA, has drafted a brochure to be used as an introduction to basic horse care. **Action Item: The Horse Welfare Committee will review the current draft and provide revisions to Marsha by Sept. meeting.**
- **NC A&T University Parasite Management Workshop:** Adam was contacted. They would like to partner with SCHC to provide updated techniques in parasite management. Parasites are a continuing problem with the horse population. This partnership could provide valuable information for members and allow the SCHC an opportunity to recruit new members. **Action Item: Adam will contact the A &T team for availability and confirm their presence at 2013 Expo. Action Item: Directors of each District should consider hosting a workshop and communicate with Adam.**
- **Equine Health Update:** Adam presented the current status of equine communicable diseases in SC. Five horse attending a TN trail ride died from EHV.
- **2013 Governors Conference on Tourism:** (<http://www.scprt.com/govcon.aspx>) Marsha Hewitt SCDA was pleased to announce equitourism will be one of the featured topics. Tommy Doyle, Palmetto Carriage graciously agreed to provide horses and carriages for this event. Tommy will be highlighting the SCHC's commitment to Equitourism

in the state. SCHC continues to promote the concept that SC Horse = SC Business.

- **SCHC Annual Trail Ride:** The Board approved the Motion to hold the **SCHC Ride in November** at Lakeview Plantation. **Action Item: Haywood Simmons will recommend dates by or before the Sept. meeting. Action item: A committee needs to form around the execution of this event. (Marketing, vendors, cost, registration, invitations to special guests, partnerships with other organizations, etc.)**
- **Nickel-a-bag Assessment:** Marsha Hewitt SCDA reported the possibility that this legislation could be represented in 2013. Carol Deacon reminded the Board that the SCHC was a major sponsor and driving force of this legislation in partnership with SC Farm Bureau and the SCDA. **Action Item: Marsha Hewitt, SCDA, will update the Board after her conversation with David Branham of SC Farm Bureau.**
- **Aiken Steeplechase:** Motion passed for SCHC to lead a youth activity promoting SC Horses = SC Business. In conjunction with this activity, SCHC has an ad in the Steeplechase program. We use this ad to remind horse enthusiasts to save the date for the 2013 SCHC Expo. The Board also discussed using this to promote the National Trails Conference. Additional discussion was had concerning the tent and tables needed for this outreach. **Action Item: Betty Rankin will contact the tent rental to determine the rental rate and negotiate a potential rate.**
- **Business Cards: Discussion regarding availability for Officers and Directors.** We discussed adding a vision/purpose statement to the back of the card. **Action Item: Bill will draft a purpose statement by August 15. Action Item: Jeanie will determine cost of cards and report to Board by Sept. meeting.**
- **Update SC Equine Census:** Board discussed the need for an updated Equine Census. SCHC and SC Farm Bureau Equine Advisory Committee have been discussing for the past 5 years a partnership to update the 2004 Census. The Board discussed other methodologies. **Action Item: No decision was made.**

Action Items

Action Item: Bill will place discussion regarding separating of the annual meeting from the Expo on the meeting agenda for the 4th quarter 2012.

Action Item: NETC Committee will develop the selection process for the 10 youth scholarships to attend NETC by January 2013.

Action Item: Bill will determine status of RTP and report back to BOD by Sept. meeting.

Action Item: District Board Members to determine to hold a large animal preparedness information workshop in his/her district by Dec. 2012.

Action Item: Diana will contact AHP for reciprocity by Sept. meeting.

Action Item: Betty Rankin to make contact with Cari Swanson and Rex Peterson regarding Expo availability by August 1.

Action Item: Need volunteer to chair the 2014 Expo Committee by Dec. 2012.

Action Item: Diana Hunt will present the updated membership brochure by the Sept. meeting.

Action Item: Board Members will contact those organizations they agreed to contact if partnerships could be formed by the Sept. meeting.

Action Item: The following are updating content and providing that information to Jeanie. Jeanie will make the up-dates. Content expected to be updated by the Sept. meeting

Diana Hunt – membership

Bill Steele – trails

Wanda Wood – any page

Adam Eichelberger – information/news

Marsha Hewitt – any page

Betty Rankin – committee, Horse Help Hot Line

Julia Fisher – any page

Susan Sorenyi-Sander – Aiken Rescue

Action Item: Marsha Hewitt, SCDA, to price potential out-sourcing of the newsletter by Sept meeting.

Action Item: Bill will explore potential alternatives to satisfy SCHC commitment to advertisers, sponsors, and members by Sept. meeting.

Action Item: Adam will send latest revisions of the Minimum Standards of Care. Each Board member needs to review revisions and send to Adam. Goal is to have Minimum Standards of Care approve by the Board by Dec. 2012.

Action Item: The Horse Welfare Committee will review the current draft and provide revisions to Marsha by Sept. meeting.

Action Item: Adam will contact the NC A &T team for availability and confirm their presence at 2013 Expo by Sept. meeting.

Action Item: Directors of each District should consider hosting a workshop and communicate with Adam by Dec. 2012.

Action Item: Haywood Simmons will recommend dates by or before the Sept. meeting

Action item: A committee needs to form around the execution of the 2012 trail ride. (Marketing, vendors, cost, registration, invitations to special guests, partnerships with other organizations, etc.) by Sept. meeting.

Action Item: Marsha Hewitt, SCDA, will update the Board after her conversation with David Branham of SC Farm Bureau by Sept. meeting.

Action Item: Betty Rankin will contact the tent rental to determine the rental rate and negotiate a potential rate by Sept. meeting.

Action Item: Bill will draft a purpose statement for business cards by August 15.

Action Item: Jeanie will determine cost of business cards and report to Board by Sept. meeting.

Action Item: No decision was made regarding how to update the 2004 Equine Census.

HANDOUTS

SCHC 2011 (sic) Planning Session agenda

501 (c) (3) exemption

South Carolina Horsemen's Council Committees

SC Horsemen's Council Organization

Guidelines for Conducting Effective Meetings

Position Descriptions (Jan 31, 2008) South Carolina Horsemen's Council Board of Directors

By-Laws of The South Carolina Horsemen's Council

The South Carolina Horsemen's Council (SCHC) Code of Business Conduct and Ethics

SC Horsemen's Council Financial Procedures May 15, 2009

Draft 072712 Tentative Topics and Schedule 2013 National Equestrian Trails Conference

Urgent Action Needed!

South Carolina Horsemen's Council Treasurer's Report 2011 Summary

Basic Guide to Horse Care in South Carolina