

SCHC 2021 PLANNING SESSION SATURDAY APRIL 17, 2021

Present: President, Lisa Zappolo, Merry Roberson, Gary Bickerstaff, Vance Stein, Dennis Moss, Guy Hanna, Julia Fisher

Meeting was called to order at 10 am, by President, Lisa Zappolo. Lisa welcomed attendees and noted that our thanks go out to Mr. Nick McCarter who had offered us use of the Defender's space for our meeting. Specifically, his organization will be listed on our website as a sponsor.

All members signed the SCHC Code of Business Conduct and Ethics and submitted signed documents to Lisa.

Handouts: Agenda, SCHC Code of Business Conduct and Ethics , Minutes of Online Meeting of Board of Directors/Officers 3/18/2021

Prior meeting minutes: Lisa called for approval on the minutes of the previous meeting. It was noted that Ila Hanks disputed the remarks noted in the minutes regarding a call for suggestions regarding voting to be sent to her email. Discussion centered on whether approval should be withheld pending resolution of the issue. Given that there is no reliable way to confirm or refute individual recollections of the suggestions made by Ila, Julia proposed approving the minutes with a notation that Ila disputed the remarks attributed to her. Approval was unanimous.

Lisa announced that the feed bill levy – which has been discussed by the Directors multiple times for the past several years – has been tabled by the state legislature, pending the completion of an impact study – (House Bill 371). It was noted that Clemson conducted a relevant study in 2019 finding \$2 Billion in South Carolina revenues attributable to equine activities within the state. Details regarding the new study to be undertaken are not clear.

Treasurer's Report: There was a clarification regarding the scholarship program that the funds are to go to the school once an award had been identified – not to an individual. Approval was unanimous.

Handouts: First Quarter Treasurer's Report and proposed budget scratch sheet.

Discussion of Back Country Horsemen's affiliation with SCHC confirmed that our associations do not automatically confer cross-memberships between the organizations.

Lisa put forward a need to get letters to veterinarians in the state regarding the SCHC gelding and euthanasia programs. The expectation is that those letters will go out as soon as reasonably possible.

Finances: An income generating program was proposed by Julia. Monthly activities are to be scheduled in each district on a rotation. The template envisioned includes a trail ride, a lunch, and an educational workshop or demonstration.

Handouts: 1) Spreadsheet with proposed dates and activities 2) List of venues by District.

SCHC participation in upcoming events noted on the agenda (Carolina Cup, May 22 – Black Cowboy Festival, July 30-31 – State Fair, October 13-24), were all approved. Additional events (Annual Heart Association Beach Ride, Nov 3-7) were left open for review.

Sponsorships: Discussion included an emphasis on cash donations to constitute a sponsorship (as opposed to ‘In-Kind’ recognition) and adding an additional level to our list of sponsorships. New/ revised categories are listed below:

\$100 – Business Sponsorship	\$750 – Gold Sponsorship
\$250 – Bronze Sponsorship	\$1000 – Diamond Sponsorship
\$500 – Silver Sponsorship	\$2000+ Platinum Sponsorship

All sponsorships include ads in the Expo program, listing on the SCHC website, and banners of increasing size depending on donation amount. New sponsorship levels were approved by the board.

Membership: Drive to include monthly activities. Tokens of appreciation (new member packets) to include decals. Cost per process / member was discussed, as were new stickers and decals for sale by the Council. Orders were proposed / approved. The Doyle’s have agreed to honor an SCHC membership card for a free carriage ride.

Julia proposed a survey be sent to our entire mailing list for feedback on members interests and complaints.

Committees: Committee leadership and membership were addressed. It was noted that not all committees are active or productive, and it was proposed that when committees are actively engaged with Council business, they will be supported by ‘coordinators’ rather than ‘chairs’ in order to foster more engagement by members. Board Directors or Council Members are eligible to serve on committees as necessary and appropriate.

Discussion of the remaining items on the agenda (Website, Events, and the USDA/NRDC Grant proposal) were suspended as a quorum was no longer available.

The meeting was adjourned at 3 pm with anticipation of called ‘Go To’ evening meetings to address remaining issues of concern for this year’s operations and activities.