

SCHC Board Meeting

Tuesday, August 12, 2014

Clemson Diagnostic Lab, Columbia

Members Present: Carl Cartwright, Ben Doyle, Pamela Worthy, Kathy Fisher, David Grant, Marsha Hewitt, Mike Kinsey, Betty Rankin, Merry Roberson, Susan Sander, Bill Steele, Kerrie Jane Taylor, Lellie Ward, Donna Patterson, Wanda Wood and Lisa Zappolo

Welcome/Call to Order

Bill Steele Opening Prayer, Timekeeper Lisa Zappolo, Gatekeeper Marsha Hewitt, Coach Lellie Ward, and Scribe (Agenda Items only) Wanda Wood. Motion was made by Susan Sander with second by Lellie Ward Pam Worthy; District 3 Director was welcomed to the BOD.

SCHC Code of Business Conduct and Ethics (Betty Rankin) Lisa asked if someone could be voted into a different office once their term was up. Betty Rankin explained that it is possible since the President is voted on by the membership. Bill Steele gave a report on the **Certificate of Recognition for Marietta Gambrell**. He will present this at the event.

Committee Reports/Updates

Scholarship SC State Fair 4H Youth Horse Show (Betty Rankin)

- Scholarship reminder that applicants must be registered by Sept. 1. to qualify for the Scholarship application which is due September 12. See <http://www.scstatefair.org/p/Get-Involved/Competitive-Exhibitor-Guide/Youth-Horse/459> , Any youth who meets the age requirements and entry/application deadlines can sign up for scholarship but they must participate in the show.
- The SCHC will have booth stall space on the front of Barn A for a display and to hand out information at the 4 H Youth Horse Show. Volunteers to be there from 9:00 AM until closing on Saturday October 18. Contact Betty if you'd like to help.
- Nominating: Reminder to look for people willing to be involved

Trail Ride (Kerrie Taylor) William Bell stepped down as Trails Committee chairman. Kerri Taylor has agreed to chair this committee. She has spoken with most of the members. They are looking into holding rides in each district to bring interest to SCHC.

Marsh Tacky Raffle/Myrtle Beach Ride (David Grant) David met with the new director for the beach ride, a really nice lady who is also an equestrian. She is looking forward to working with SCHC. Brawn is back at David's; he will try to get us current photos / video.

David shared his experience of taking his Mash Tacky stallion to a church event. He told of how DP went from child to child touching them. At the end he went back through the line. David shared how it touched him to see their excitement and how we as a board should try to feel it again. Why are we here SCHC???????

Finance (Donna Patterson) Budget Donna looked over the SC law on raffles and suggested having Attorney Jennifer Howe review specifics. Merry question the money left from the Trails conference. That money is ours to use. We have planned to help NETC with \$2000 for their next event. We are able to use that money if needed.

Membership (Wanda Wood) We need to push INSURANCE!!!

Request that each director send introduction letter to SCHC members in their district. Wanda will write; you send it. Include a business card or contact you if they have a need or know others who may need help. Invite members to events. Ask them to let you know of any horse events or opportunities in the area; or if they want a SCHC representative at an event. SCHC is comprised of all volunteers we are ready to help. Ask if anyone would want to join SCHC as a volunteer for events / expo.

We now have 210 memberships, (45 family or farm with multiple members) up from 147 memberships in June.

Expo Committee (Carl Cartwright)

Structure of committee -- please communicate specific items directly to the responsible below.

- Chair--Carl Coordinates all activities
- Volunteer Coordinator -- Wendy Cartwright (organize, plan and schedule volunteers to work Expo) Pamela suggested contacting schools , polo clubs any clubs for volunteers , Carl could make a certificate to give them for volunteer. We want our BoD to meet and greet.
- Julia Dake -- Vendor and Sponsor Development Coordinator and acquisition (hagswithnags@gmail.com)
- Kerrie Jane Taylor -- Silent Auction
- Wanda Wood and Lisa Zappolo -- Breed Associations and Clubs
- Lisa Zappolo -- Facilities and signage
- Marsha Hewitt -- Dpt. Ag support (breed assoc., Clubs, signage, ads).

IMPORTANT we have different sponsors, SCHC and Expo. BE SURE YOU DON'T CONTACT CURRENT SPONSORS. We need to look at this at a later date to try to find a better way to streamline our sponsor program to fit all our needs.

- Expo thought of holding a beauty or Cowboy or Cowgirl contest (three age groups; Junior 1-16, Teen 17-19, Old Gray Mare 20-???????)
- Motion was made to allow carriage/pony rides. Last year Jennifer said to define details, make anyone bringing ponies have insurance. David Grant made a motion that we do this, Susan Sanders second, the motion passed Pending on insurance. Ben Doyle Volunteered Palmetto Carriages to provide carriage rides. David said he would do two -15 second TV commercials. To promote the expo.
- Motion was made by Kerrie Taylor to allow "leashed" pets. Susan Sander seconded it. Motion passed with the understanding pending on insurance.
- Discussion removal/reduction of minimum bids on silent auction. There was some feedback that they were too high. Discussion as to whether we should do away with minimum bids and just get what we can. Bill said we need to be sure to cover cost of any purchases. Betty explained that we needed to get money for items, that is the past there were times things sold for really cheap (\$1000 beach home for \$100) Donna suggested telling and all donors there will be no minimum bids. Kerrie Taylor made a motion, Second by Wanda Wood. Motion passed.
- Please send Carl any health pavilion speakers or demonstrators/exhibitors you'd like to see invited to the expo.
- Carl is trying to find the Junior Buffalo soldiers to do the opening.

Expo Venues – Deadline is Oct meeting.

Education - Need a chair: Lisa Zappolo; Adam Eichelberger; Susan Sander and Pamela Worthy were added to this committee. Betty reminded us that Education is 70% of what SCHC is about. Education committee crosses venue!

Legislative- Bill Steele gave a brief report for Tommy Doyle. After reach SCHC found the Admissions Tax has been the law for over 30 years. The DOR may require you to pay the 5% tax if you are making money on an event. The SCHC as an organization may not intervene on this due to our 501c3 status. Any Board Member may personally take a stand on this or any other law. Merry Roberson is making presentations on her own to her local officials and organizations.

Electronic Media/Publications Advisory (Wanda Wood)

- Update on website new pages added. **Please look over SCHC site**
Please use this link for all board documents
<http://www.schorsementscouncil.org/board-documents.html> PASSWORD **SCHC101**
This is a great resource for our board.
- Encourage board members to send their personal links and for SCHC members for a link to their websites.
- Hand out newsletters, brochures (1 box each), and post cards. Newsletter was short due to wanting to save on cost, please submit your ideas for our Dec issue. Our focus will be on the expo.
- Check your emails. All but Kerri, Kathy and Carl are forward to their private emails.
- Wanda Wood presented in the form of a motion to recreate Basic Horse Care brochure adding SCDA, Clemson, and our Logo/Stamps to bring credibility. Carl Cartwright second, Motion passed.
- Need to “get out there” and rub arms with fellow horsemen! Need list for clubs, etc.
- Wanda Wood made a motion to print and send Standards for Horse Care to animal control and law enforcement for each county. After discussion about whether they should receive it electronically or in hand the motion was tabled.

District Report on activities:

- District 1 set up at Tractor supply. Merry ask about horse person of the year deadline. Oct was suggested. If the committee can't come up with just one the board will decide.
- District 2 will be working on tubs to be given to each district. They will each have a banner, table cloths, brochures, postcards, and membership applications. Lisa planning on setting up at Tractor supply in her area.
- District 4 Kathy went to Tractor Supply while they were having a vaccination clinic and networking with others.

Horse Welfare -Betty Rankin reported that there were 2 calls made to our hotline in June and stressed how well our networking is functioning. David and Mike are working on an educational CD. David is going to do a show focusing on new horse owners. It will be about owning and caring for a horse. From there he will edit it down to a DVD that SCHC will distribute.

Sponsorship -Lisa Zappolo challenged all board members to get at least 2 sponsors. Donna Patterson said sponsors need to be clarified. We need to move away from in kind or separate them from the ones who pay money.

SCDA Update -Marsha Hewitt, Equine Specialist went to the new Tryon complex. She told us it was impressive with 4 rings and plans for more. It was a very nice place. She also visited Carolina Adventure World which has opened equestrian trails.

New Business- Our guest speaker from last meeting sent Merry information on WebPages she is working on, called Equine Rescue Organizations in SC and Animal Control/Humane Society Organizations. Both will be great resources for the public. She had wanted SCHC to put these on our site, Betty suggested just linking to them so we would not have to research each one.

Action Items

- Wanda Wood -will send Membership letter to board members along with names of members to whom a personal letter send to.
- Carl- write letter to help recruit volunteers.
- All BOD- send Carl any health pavilion speakers or demonstrators/exhibitors you'd like to see invited to the expo
- Media- Put link to Nancy Jordan's pages.
- Bill- send BOD update from Tommy Doyle about Admission Tax.
- Media- Send out email blast to members to be sure they received their newsletters and if they would like to get it electronically.

Wrap Up – Marsha we did great on time, Lellie suggested that everyone not talk at once.

Next meeting: October 14

Handouts

- Activities Allocation
- Terms of Board
- Committees
- Insurance example
- Budget
- Newsletters, brochures (1 box each), and post cards