



Skyline Corral Board Meeting
Held at Dublin Double Celtic Pub, Endicott, NY
March 24, 2015

Board Members Attending: Whitney Hibler, Debbie Huttleston, Amy Light, Lori Markoff, Maria Vallone, Debbie Oakes, Kristen Barker, Jennifer Hagquist, Chris Hagquist, Ashleigh Knecht, Becky Jenson, Dulcie Barnes.

Board Members Absent: Kristina Boyce, Krystal Boyce, Cindy Brace, Alex Kinter.

Guests: Kristen Farr, Austin Quail, Katherine Guiles.

President Amy Light called the meeting to order at 6:15 pm.

The first topic that was discussed was the upcoming Equine Info Day. Kristen Farr reported that she hadn't been able to get hold of Justin from Lilly's regarding the saddle fitting segment and that she was going to remove him from the lineup. Amy Light said that she could do a talk on saddling safety instead. Kristen also said that she didn't have any luck getting a nutritionist either. Open time slots for the programs are 1-3pm. Becky Jenson said that she'd call Heather Witten, who was the nutritionist at last year's program.

Regarding food for the Info Day, Maria Vallone said that she could talk to River Rock Diner do to the catering, as they are a sponsor. Debbie Oakes said that they would have to have a health certificate to be compliant with Tioga County Department of Health rules. Debbie Oakes was going to call Jody Tatich at the 4H to make sure the water was turned on and to inquire as to whether or not she had been able to find a 4H group to supply the food.

The Board next discussed advertising for the Info Day and that it needs to be heavily advertised. A list of media contact info was given to Whitney Hibler to place ads. Maria Vallone was going to do a flyer for the day. It was suggested that a family and single membership be given away as door prizes at the Info Day. It was also brought up that the person who won the drawing for the chiropractor adjustment demo was Retta Mosher.

The discussion then turned to meeting with the Tioga County Fair Board (TCFB). Amy said that the Tioga County Fair Board claimed that they have no record of giving us \$500 as added money in the past. Debbie Huttleston asked was the TCFB is doing for us. Seems like we give and they take. Amy was going to ask Kristen Contro Isenburg's father if he could turn the water on. Amy and Becky Jenson said that the next TCFB meeting was April 6th and they were going to discuss the water situation and lease at that meeting.

Marketing for the club was brought up next. Amy Light asked Debbie Oakes to contact the Apalachin Lions Club to get a current list of calendar winners so they could be posted on the Facebook page. Amy Light also asked Whitney Hibler to please create events for the show dates on Facebook. Amy Light and the Board thanked Maria Vallone for doing a great job on the website. Maria asked if anyone wanted to see anything else on the site.

Amy Light said that the membership rules needed to be updated to add in the rules for the Skyline Bonus Bucks and the Incentive program. The Bonus Bucks were discussed that it might be more of an issue for the Treasurer when they are turned in. They are not exchangeable for real money. The people working in the office will need to be careful when they take them in. If the Bonus Bucks are used in place of entry fees, "BONUS BUCKS" needs to be marked on the entry form. Kristen Barker is going to track who is owed what in Bonus Bucks.

Kristen Barker and Amy Light reported at that this time only 15 members have supported the club to get awarded Bonus Bucks. They questioned if there was going to be enough participation with the club members to award the Bonus Bucks. Jennifer Hagquist said that from what she's heard, not enough members know about the Incentive Program and Bonus Bucks. The discussion then turned to how the members preferred to be notified of programs and upcoming events. It was suggested to add a field to the membership form so the member can say how to best notify them. It was questioned if a survey should be created and passed out or posted for the members to also respond to this question. It was also suggested that Calling Post be used more to notify members of club events and news.

The Board then discussed Foster Kids and how they fit into the membership rules and Bylaws. The current Bylaws were referred to for the definition of a "Family Membership" – Mother, Father and dependent children under 21 are listed". The Bylaws will need to be updated with more specific wording as to who can be included under a "Family Membership". It was then questioned as to whether membership status is a "revolving door", especially if a family has foster children. It was also discussed requiring foster parents to provide proof that it's ok for their foster children to ride and show. It was also pointed out that some club members may have legal guardianship of their grandchild, so this needs to be taken into account as well. The Board was going to look into notifying the Membership about the upcoming changes to the Bylaws and why the changes are being made. The goal is to get loose ends tied up for upcoming new boards.

Amy Light brought up a past Board conversation on Facebook private messages where Alex Kitner said that the Speed side left the Performance side "high and dry" when their one show was cancelled and there wasn't a tractor to work the pen for the Sunday performance show. Alex said in a post that the ground wasn't good and was left muddy with ruts and that a lot of the time the ground is hard. Amy said that her issue with this is Donny Light works the ground Friday night until dark and then all day on Saturday at the shows. She wanted to know where the initiative from the Performance Board and/or riders to contact the Board on how the ground is if there's any concern. Debbie Huttleston said that it's one club and that each side

shouldn't have to find its own tractor. This is why the Club's main goal is to buy a tractor so these issues don't happen when a show is cancelled by one of the sides. Amy also wanted to know why Alex was the only Performance person to complain about the footing and why she complained about it in February and not earlier. Whitney Hibler reported that she's trying to contact the tractor guy from 2014 to see if he's going to be available for this show season. It was mentioned that the club has the potential to be so much better. The Performance side donated \$225 back to the tractor fund. **(Amy – have no idea what this is from)**

Jennifer Hagquist asked why it seems like the Board members are the only ones that sell things and that members need to participate more. Maria Vallone said that we need to look into fund raisers that benefit the whole community and not just horse people (ie – Cutter's Ball in Saratoga). She feels that we need to have a targeted fund raiser for the tractor fund. She also said that she thinks we're setting our sights too low and need to raise the bar by looking into bigger fundraisers. Ashleigh Knecht said that she found a new fundraiser – Hoffman Car Wash and that we could make a 50% profit. It's only for the tunnel wash and not the self-wash. Members would sell tickets to the car wash. Amy Light also brought up that the Speed side participates in more of the fund raisers than the Performance side. It was then questioned if the monies from the fundraisers should be split in a percentage of who sells what in sales. Amy Light said that the Board and members need to think of ways to stimulate members and get them to engage. Amy Light suggested that a \$5 off coupon be put in the program book to draw in new riders. It could be used at one show and they'd have to present the coupon.

The Paddle Party was discussed next. For the helper list – Hagquist's, Whitney Hibler, Kristen Barker, Kristen Farr, Amy Light, Becky Jensen, Dulcie Barnes, Ashleigh Knecht, Debbie & Hilary Huttleston, Debbie Oakes. A table would be set up to sell T-shirts and hoodies. Also a table is needed for the raffle baskets. The following board members would bring a crockpot of food to sell – Debbie Huttleston, Debbie Oakes, Kristen Farr, Becky Jensen, Hagquist's, Whitney Hibler and Dulcie Barnes. Amy Light was given a list of supplies to pick up for the kitchen. The Board needed to be there at 11:30 to get set up. Becky Jensen was going to stop at the corral and get the kitchen tote, money boxes and raffle tickets. It was discussed having Debbie Oakes post on Facebook that any club members who wanted their work requirement filled could help. But after reading the information given by the group who was doing the Paddle Party, the Board members coming were going to be more than enough help.

The Workbee was next on the agenda. Becky Jensen reported that the TCFB asked Skyline to stain the horse barn and that they would supply the materials. If the snow piles are gone, there will be a lot of cleanup to do. Whitney Hibler was asked to put in the newsletter that the bottle and can drive would be run again.

Whitney Hibler reported that the trail judge for the May show was Megan Stephens. It was also brought up that the membership needs to be aware/notified that the main goal at this time is for the club to purchase its own tractor. Also if the footing is bad and a show needs to be cancelled, that the Board doesn't wait too long to do the cancelling so that notices can be put out.

Whitney Hibler asked that Amy Light, Becky Jenson and Chris Hagquist do their writeups for the newsletter ASAP. Amy Light mentioned that people have until June 1st to meet their membership incentives (\$25 for a single membership and \$50 for a family membership).

Becky Jenson made a motion to adjourn the meeting at 8:05 pm and it was seconded by Jennifer Hagquist. All Board members present agreed.

Respectfully submitted by,

Debbie Oakes

For Recording Secretary, Alex Kitner