



MISSOULA HORSEMEN'S COUNCIL

STEWARDS OF THE MISSOULA EQUESTRIAN PARK

MISSOULA HORSEMEN'S COUNCIL BOARD MEETING January 6th, 7 p.m. Missoula County Extension Conference Room

Lynn Thee called the meeting to order, at 7:05 p.m.

ATTENDANCE:

Present: Lynn Thee: President. Sheila Mealey: Vice President, Joan Scheffer: Secretary, Jake Kolb: Treasurer, Rachel Ambrose, Jennifer Kendall, Lynn Lee, Kim Stickler, Ginny Fay, Cindy Arnott, and Valerie Knudsen

Excused: Aneil Fisler, Vicky Balfour

Unexcused: None

Guests: Drue Kerns, Bill Bucher, and Penny Bucher

Missoula Horseman's Council Minutes, January 6th, 2015

Lynn Thee provided a wonderful video presentation taken at the park that everyone greatly enjoyed watching.

Lynn also provided new notebooks to the newly elected members to the Board. Sheila introduced everyone with an interactive name and action identification name game.

It was asked if anyone would mind taking on the role of Secretary, as it was needed. Joan Scheffer volunteered and Sheila nominated with Lynn seconding and the members present favorably voted this on.

The December minutes were read and approved (Rachel moved/Ginny seconded) after an amendment that stated Carolyn was not on the Board of Directors.

Treasurer Jake had turned in his reports, which were shared via e-mail and he is willing to continue as treasurer until someone else is found. Cindy mentioned that her mother, Jennifer-who is a CPA, may be interested - if it was a paid position, but needs to know the amount of pay and the hours required or expected. She has worked with non-profit organizations in the past. Lynn had reached out to an accountant type person. This can be a volunteer or a hired position (time could be donated or as a reduced fee). Payments are made via QuickBooks, the other duties include tax paperwork management, picking up the mail, making deposits and payments, and creating reports. There must be coordination with events as they are occurring. Val mentioned asking Gretchen Dunn, who is a member, but was not sure of her interest in the role. It was noted that with the new development of the Financial Committee tonight, this might be part of their plan of action. It is key that the person taking on the role understands non-profit business, auditing, taxes, and the rules of being non-profit. Knowing

the recent financial history issues would also be helpful. It was agreed that a bid should be presented to Jennifer Cote (perhaps by the financial committee). Lynn went through the new binders and added insight into the workings of the Horseman's Council and the role of its Board. She stressed that each member look over the notebook and read the Tower Street Plan to better understand it in particular. The notebooks should be used to keep all important information and paperwork.

Lynn presented the idea of each BOD member to be on at least two of the identified Committee Topics. She had put up signs with the committee names that she wanted folks to sign up on. She wished each committee to meet at least monthly and provide an outline of any information and requests at the monthly meetings. The hope is that many details will be dealt with by the individual committee so that the board can then more efficiently vote on specific requests and ideas at the meeting without having to identify the needs of each committee and can then just vote on the topics at the meeting. She hopes this will make the meetings more productive and less time consuming. Her goal is "Progress, not perfection". Each committee should have a 5-year (or more) PLAN OF ACTION, goals for the year, & a time line of action items presented at each regular meeting turned in before the meeting date so it can be placed on an agenda. There was a lively discussion regarding defining the roles of the committees and what each should be held responsible for. Each committee needs to select a Chairperson and reach out the membership for help and ideas as needed. The first use of this is expected for the next February meeting.

The committee topics were as follows:

1. Executive (which has the President, Vice President, Secretary and Treasurer as members along with anyone else interested).
2. Member Outreach
3. Finance
4. Western Events
5. English Events
6. PR, Marketing and Membership
7. Facilities and Grounds

Lynn will compile the names and topics and send these out to the membership this week. There was discussion on just what to include on the individual committees by the membership and guests. Cindy, Sheila and Lynn T. gave a brief history of the workings with the BSSC and the policies and procedures that involves. Cindy has done a great deal of work with this and explained the TRIADE of relationships between MHC, BSSC and the PARKS DEPT. She is the BSSC representative to this group. There are some funds available through BSSC for the Equestrian Park. One generator of revenue is the cell towers on the property, but this year those leases are up and the funding most probably will drop in amount. Funds are sometimes matched from one of these parties to the other two.

Lynn T. mentioned that there are also TASK FORCE ITEMS that come due at certain times of the year. An example of this is the license plate design and plan that Val has been working on and which will be finalized in April 2015. Val presented the BOD with a beginning idea for that design that everyone liked.

Other topics discussed along with the committees where:

- The need for new FEI approved jump cups so that that level of event can be held at the park. The membership voted to approve \$1500 towards this project that would include 30-40 cups (\$1000) as well as some new stadium jumps and standards. (Total to be \$1500 or less). This needed to be decided up tonight as the group sponsoring the “rated” event needed to have an answer about this approval before they would schedule their event. Cindy moved and Val seconded this be approved. The membership agreed to this expense.
- Cindy discussed the relationship the MHC had with various places including Ashley at the weed office who needs to communicate with the Facilities committee, Bill Bucher our go-to-guy at the Park for grounds management, events help and preparations as well as upkeep. He is an integral part of Park Management including equipment and services.
- The Horse Obstacle course project was briefly discussed and needs funding as well as approval. Sheila is working on this currently.
- Facilities Committee was expected to work on a payment box of some kind for the park itself, a MAINTANENCE plan of action needs to be developed and an “Events Coordinator” established. They will manage the rentals, grounds, arenas, and work with Bill B. New signage was mentioned.
- Marketing and Membership discussed a Web Page, Newsletter and Facebook presence. Jennifer’s husband may be of help with this. Jennifer is going to also contact Kitty about this (she currently does work on it.) Can membership be completed on-line? Shopping carts on-line? Everyone would like this to be possible.
- The lease is up (2013) and needs updating. Clarification from the county needs defined, as does the list of things the park needs and a timeline of those. The lease is currently at the lawyers’ office and should be able to be reviewed by Feb. 2015. There are many issues involved in this including bird and mammal habitat, usage by pedestrians, dog walkers, bikers and others, relationships with the neighborhood homeowners, etc. There are some specifics that were requested regarding the Martin Briggeman 4 –H arena on the southwest corner of the property. The park maintains 90 acres in total. 60 of that are the jump course and track area. The track area is to be resurfaced this spring. An additional 30 acres are in arenas of various types. The new western arena was very underused last year and needs to be addressed as something that could produce some revenue. (Events?).
- Lynn T. had discussed insurance policies with Lisa Moise previously. There are many legal issues involved here and it needs to be a tiered approach with the county. Board members Errors and Omissions (E &

- O) Insurance are currently in place. Volunteers cannot be covered. Riding horses is “at your own risk”.
- Currently rents of the Park for an event must have renter covering the insurance costs for liability, which is very expensive. (Payne West Co.)
 - The value of the Mini-events was discussed and is a big part of our financial picture.
 - We need to encourage more events and be sure we have the equipment needed for them to be held. Perhaps a “Buckle Series” of events? Overnight or weekend events bring in revenue for stall rental that is significant.
 - Members signed up for the committees that they chose. Lynn will compile these and send them out to the membership. Many other discussions took place as each of the committees was brought up.
 - There were a few events in the past that did not clean up or properly manage the event, upon its completion. We need to be sure events do not leave the park in any worse shape than prior to that event. (I.e. The Mud Run)
 - There is an ADA viewing pad in place at the WEA. Currently, we have no designated ADA parking space and ADA approved trail leading to the pad. This is a topic of discussion that has been on going and will continue with several meetings between BSSC and MHC. Some suggestions such as moving the designated parking OR redesigning the current vehicle parking plan in the horse park are open for discussion. Val suggested to look at the DeSmet School’s set up for ADA access as it works well. They use “grass pavers” for the walkway.
 - Rachel moved and Val seconded that we use \$50.00 for “Give Local Missoula” and try to do more with that group.
 - Bill said in his maintenance report that the bathroom had to be pumped. He is gearing up for the need there will be for weed control and spring maintenance projects.
 - Making sure members riding are paid members is being addressed currently via new use of tags members can present as needed. There will be a plan in place for 2015 for this.
 - The task ahead was discussed as being that members meet on their various committees and set in motion their 5 year plan for the committee as well a business plan. A chairperson must be chosen for each topic.

Lynn Thee expressed her hope that the meetings become more productive and the committees work to have that happen. Each member has a responsibility to represent the committee and see that it advances the productivity of the Board. She hopes to have the monthly meetings run on time with firm agenda and purpose. Remember: “Progress, not perfection!”
Respectfully submitted 1/12/2015 Joan Scheffer

Addition for expenditures: 1/16/2015

Ok, so that was Sheila, Me, Cindy, Ginny, Jake, Vicky, Joan, Kim, Rahel, Lynn Lee and Val for sure -That is a passing vote. Jennifer and Aneil - If you voted and I didn't see it - I apologize. Motion passed to approve \$218 for ID tags. Thank you! Lynn Thee

English Events Committee

MHC "English Committee" meeting: Jan.22, 2015

Attendees:

Rachel Ambrose, Val Knudsen, Aneil Fisler, Due Kerns, Carolyn Quinn, Mary Osellame, Deb Anderson, Janice Maurer

Topics of discussion:

1. Stadium jumps: We all agree that the stadium jumps are in various need of repair and/or replacement. Deb will talk with MHJA concerning their jump "wish-list", as the board has approved funds to build 2-3 new jumps (depending on costs.) We also all agreed that prior to jump repair, replacement, etc., the more urgent matter is improving jump storage at the Park.
2. Jump cups for rated MHJA shows: Rachel has corresponded with Gayl Russell, MHJA President on this matter. Gayl will help us get the best price possible for these cups.
3. Jump storage / jump trailer: Many ideas were discussed, but before moving forward, we decided that we need to better assess the current buildings we have. One idea is to build racks (for rail storage) in the breezeway between the 2 barns. Ideally, these racks would not impede usage of the breezeway, and be a convenient way to store rails. The question of security is an issue. The proposal of a "jump trailer" still seems to be a viable solution, but the matter of where to park this trailer (breezeway? Tractor shed?) needs to be better thought out. Rachel & Carolyn will take a look at the existing buildings this weekend, and report back on findings/ideas. Hoping to also enlist the help of a retired contactor for his input. As far as MDCTA's funding of the jump trailer, Rachel will call Susan Mayer to discuss.
4. Mini Events: Carolyn has the pinneys (all washed and folded!) She volunteered to look into getting missing numbers replaced. Mary and Janice will oversee Prize donations. Rachel and Sheila Mealy will oversee office/secretarial duties. We would like to ask our dressage judges to stay over for a clinic on the Sunday following the shows. We feel this would be a great opportunity for all riders and a great way to generate even more income from these popular events. Drue will address possible show dates in February.
5. Cross County jumps: Drue has been in contact with course designer Burt Wood (he is from CA and is contracted by Rebecca Farm). He has seen the photos of our course, but what exact work he does may not be determined until he arrives here in May. Our priorities are: fix rotting jumps, possibly turn course around. Need report from Jake as far as XC jump funds generated from last year. Also, Burt apparently never signs a contract – which the Board (or Lynn?) will have to address.
6. 5 Year / Long term plan: new footing in small dressage arena. Ideally this would be done in the fall so that footing can settle over the winter months. Fix stall flooring in the barn stalls.

ACTION ITEM:

Jump storage: The English Committee would like to propose the following action item to the MHC Board

Problem: We have no adequate location to store our jumps and rails that provides security, protection from elements nor is easily accessible. Additionally, we'd like to provide new jumps to those who rent the facility and ride at our events, but feel acquiring these before the storage situation is updated, is useless.

Solution, pt1: We feel the storage area connected to the old brick shed building is the perfect location to store jumps, and was probably built with that in mind. The problem is that it needs some updating to accommodate this purpose. We propose to tear down the chain link fencing (that fronts the building) and install gates. There are 2 openings that are 11'4" wide, we could install just one gate, or 2, depending on costs. Additionally, if we find that we can afford this, we would like to see the existing chain link/barbed wire gates replaced as well. Yes, they are completely functional, but we feel by matching the entire front of the storage area with matching gates would greatly enhance the look of the storage area (and make the neighbors happy!) As far as costs, we don't know this yet, but we did have a contractor inspect the area with us and he is willing to give us an estimate as soon as we ask.



Solution pt.2: We would like to purchase a 16'x10' flatbed, bumper pull trailer that we can store our jumps on, and park in the shed area. This will decrease wear and tear on the jumps, and provide a much easier way to set-up / tear-down

at shows. We will search Craig's List and other listings for a used trailer, which will probably cost around \$2500. The MDCTA has pledged \$1000 to the purchase of this trailer, please see Susie Mayer's email that follows. Additionally, the same contractor (mentioned above) felt that it would not be difficult to retro fit the trailer, or if need be, the shed walls, with slanted brackets for storing the rails on. Ideally, the trailer would hold the rails on such brackets, thus minimizing wear and tear and make for much easier access.

Susie Mayer's email:

MDCTA's original offer to the Park was to purchase a flatbed trailer for storing jumps 10 or more years ago. At that point, they were around \$1,300 - \$1,500 new. MDCTA would contribute \$1,000 to the purchase. The \$1,000 offer still stands, although the price of trailers has gone way up. MDCTA will not just hand over \$1,000 to MHC. It needs to be specifically used for a jump trailer and we will provide the money at the time of purchase or shortly thereafter.

Finally, and this is not part of our immediate concern, but something to consider down the road, we feel the chain link fence area that is connected to the right of the shed building, should be replaced or torn down. It is a terrible eye-sore, and will be even more so once the storage area has its facelift.



WESTERN EVENTS COMMITTEE MEETING NOTES:

Attendees: Kim Stickler, Lynn Lee, Joan Scheffer, Lynn Thee
Jan 21st, 2015 at 1:00 (Perkins Restaurant)

The Western events committee discussed the possibility of producing three co-sanctioned (NBHA/BNR4D) barrel races in 2015. As well as supporting Penny Bucher in producing a family fun O-Mok-See (August 15th) and we have been approached by the Bitterroot rough Riders Saddle Club for an additional two O-Mok-See dates.

For the barrel races, several things need to happen in order for this to become a possibility. Kim and Lynn Lee will attend the Jan 28th barrel race at Sapphire Events center to meet with the NBHA director and to observe the process of producing a sanctioned race.

As a result of attending the Jan 28th barrel race, a few things have come to light: Local barrel racers are concerned about the ground conditions in the new WEA and many would be very supportive and happy to attend barrel races in Missoula!

In order to support these concerns, the Western events committee plans to formulate a schedule for arena ground conditioning, raking, and watering. If this were completed on a weekly or bi-weekly basis the ground would improve greatly – our goal is to have ground conditions that will attract racers from all over the state.

It was discussed to schedule a non-sanctioned "warm up" jackpot barrel race on Sun May 31.

Also, we would like to choose the following dates to host NBHA and BRN4D co-sanctioned barrel races, June 20, July 18 and August 16. These barrel races are expected to generate \$300 - \$800 per race.

There is a possibility of a Sept date as well, depending on NBHA director approval.

Our goal is to generate sponsors for a minimum of \$200 for added money in the purse for contestants.

We currently have a sponsor, K Heart Tack that would like to donate a prize valued at \$120, for a contestant drawing at a race, with the possibility of more prizes in future.

Man power/volunteers needed:

- 1 - 2 Entry takers
- 1 Announcer
- 3 barrel setters (rakers)
- 1 tractor, water truck driver
- 1 gate tender

Supplies

Entry forms and releases
Poker chips for drawing running order
Roll of tickets for time only purchases
Barrel Race America computer software \$300

Wish list

Scoreboard and wireless interface \$1025

Action Item: Western Events Committee

The Bitterroot Rough Riders would like to hold their O-Mok-See events in the Western Arena on May 16th and 17th and August 22 and 23rd. They are asking that we negotiate the costs of arena rental and fees. They are willing to pay \$200 for the arena with a stall fee of \$30 for the first horse and \$15 for subsequent horses in a family. They expect 30 - 40 horses overnight. No participant fees.

**Estimated profit for MHC: \$200 arena and \$600 stalls = \$800 (times 2 weekends)
(based on 30 horses and 3 to a family)**

If full cost: \$400 arena, \$750 stalls, \$300 participant fee = \$1450 (They confirmed that they will not come at this price)

Last year's WEA income: \$0

Finance Committee:

The Finance Committee met Jan 15th at 7:00 pm at Perkins Restaurant.
Attended by Jake Kolb and Lynn Thee (Ginny Fay was excused)

Jake explained the historical tasks performed by the treasurer, as well as the normal generated reports. We reviewed the 2013 and 2014 budgets. It was decided that Jake would use these numbers to create a basis for a 2015 budget (attached) this should be reviewed and approved by the board.

ACTION ITEM: Review and approve 2015 budget. (attached)

ACTION ITEM: Set up an audit task force to perform 2014 audit and report findings to March board meeting.

We discussed the roll of a hired accountant and both think that this makes sense based on the board's current interest and skill in this area. Lynn has interviewed two potential accountants and Cindy is speaking with her mother about the possibility.

ACTION ITEM: Review and approve accountant for hire.

- 1) Gretchen Dunn: Can do the books for the Park for \$55 an hour. That would include bookkeeping, payroll, payroll reports, and W-2 and 1099 preparation.
- 2) Jessie Lyons: Estimated \$300 – 400 a month (includes, bookkeeping, payroll, reports, w-2 and 1099.
- 3) Jennifer Cote: Waiting for estimate

EXECUTIVE COMMITTEE:

Jan 16th, 12:00 – 1:00 Montana Club:

In Attendance: Sheila Mealy, Lynn Thee, Lisa Moise

LEASE AGREEMENT:

The topic of discussion was the Draft Agreement between Missoula County Parks and Missoula Horseman's Council.

The Draft Agreement was mailed to the Missoula Horseman's Council on Dec 24th 2014. Lynn forwarded it on to a lawyer from DM&L as well as the current Insurer for the Horse Park. After much conversation, Lynn made notes on the Draft Agreement and Sheila and Lynn presented to Lisa Moisy for discussion. Lisa has taken these notes back to the Lawyer for the county (which does not currently exist) as well as the County's Risk Management person. After these are discussed another meeting between MHC and Missoula County will take place. It is our sincere hope that this can be completed as soon as possible.

This Draft Agreement with notes was presented to the BSSC for comment.

Attached you will find the Draft Agreement (60 acres) with notes for review, the current lease agreement for the 30 acre parcel that includes the arenas (this will expire in 2015 and is next on the list for Draft agreement). Also the agreements that have been signed with the West Side Little League and the American Legion/Mavericks Baseball group – these are for reference to other signed agreements.

INSURANCE:

We have received the documents to renew our Liability insurance. The paperwork needs to be submitted by Feb 7th. I have attached the quote – as you can see the costs have risen based on the county's request that we raise our limit to 2M. I have been doing a small amount of research on other companies and have yet to find something that is adequate. We can continue to review.

ADA PARKING:

The sub-committee to discuss the ADA did not meet in Jan. It will meet again in Feb to create a plan for MHC approval that can then be taken to BSSC/County.

POWERLINE EASEMENT:

NW Energy is seeking an easement to install underground power lines to feed Community Hosp, and surrounding neighborhood. See attached for maps, etc. BSSC would like our recommendation.

PR/Marketing Committee

Meeting #1

Attendance: Vicktoria Balfour, Mary Osellame

The Committee would like to conduct some marketing research prior to presenting any promotion or marketing ideas. We feel we need a better understanding of the current users before we can formulate a marketing campaign. The Committee was not given a specific goal so we are making the assumption that the goal is to increase revenue.

Goal: To determine the current perception of the Missoula Equestrian Park among members, Sponsors, event users and the local community. To promote the park with the goal of increasing revenue by increasing membership, usage and sponsorship.

MARKETING PLAN DRAFT 1

1. Identify who currently uses the park

Committee members will need the following:

- Current list of members
- List of sponsors for the last 5 years
- List of events, clinics, shows for the last 5 years
(We will need copies of the user form)

2. Determine the current perception/ attitude toward the park among users.

We suggest a simple mail survey to the membership. This could be included in any upcoming mailing. The survey would be anonymous and we should consider some incentive for filling it out. The survey would provide basic info about member. For example, age, discipline, how often they use park, things they like or don't like. Also, specific questions regarding brands they use, places they shop, trucks they drive etc.

This info can be used later to attract sponsorship

The Committee would like to have a draft survey for the board to review in March.

To determine perception among organizations using the park. We suggest a simple phone call to discuss their experience. It is very important we have the user form they filled out. We need to know exactly what the group spent to put on an event. Too often the complaint is the park is excessively expensive. We cannot trust their memories on what they spent.

3. Tabulation of data and presented to the board in a report.

4. The Board can then decide which issues are in need of immediate attention.

5. Some type of letter to the membership and event users regarding specific issues that have been resolved.

6. Now we can start Promoting the Park! Hopefully all of this will shed some light on how best to market to our target groups:)

Facilities and Grounds:

No Meeting Notes:

Member Outreach:

They did have a meeting to discuss “Give Local Missoula” as well as Member BBQ event and work days. No Meeting Notes.