

**Back Country Horsemen of Missouri  
Board of Directors Meeting  
Monday Sept. 30, 2019  
Denny's Restaurant, Rolla, Missouri**

**MINUTES**

1. Meeting called to order by Director John Stewart (acting BOD chair) at 10:00 AM.
  - A. Roll call: Directors: Sherry Copeland, Larry Dishman, John Stewart, Candace Hale, Paula Hull and Lynette Miller.  
Officers: Becki Krueger, President; Darrel Vaughan, Vice President; Sue Maynard, Secretary; Jane Doskal, Treasurer.  
Committee Chairs: Robin Vaughan, Service; Marsha Copeland, Education and Expansion; Sherry Copeland, Public Lands; Paula Hull, Publications and Promotions.  
Members: Ray Maynard, Vicki Clark, Jeannie Crosby (Heartland Chapter – recently joined Public Lands)
  - B. Excused Absentees: Maury Mertz
  - C. Agenda Adjustments – TMIs, Missouri Horse Council, Meramec Valley Trail Association (MVTA).
2. Review of BOD Minutes July 13, 2019. Corrections as follows: Section 1.B. Paula Hull is a director. Section 3. C. Mark Himmel (BCHA). Section 3. D. show Jane Doskal as excused absence. Section 7.B. Paula Hull is also on the nominating committee. Section 8. C. ii. *Most likely* no chairman's gift will be given.

**MOTION to approve BCHMO Meeting Minutes with adjustments for July 11, 2019 as submitted.  
Seconded, Passed, Unanimously.**

3. Officer Reports:
  - A. President Becki Krueger, written report submitted.
  - B. Vice President Darrel Vaughan, written report submitted.
  - C. Treasurer Jane Doskal, written report submitted. Discussion followed. Wrangler Trail Head TMI - Sherry Copeland and Jane Doskal will have a short side meeting during today's lunch break to discuss options to resolve budget entries. The AQHA Grant – without Maury Mertz being present to ask, it was unsure if grant had been closed. State Fair parade representation – BCHMO received a \$75 donation from the Mertz Trust for the 2020 parade. This fund was not approved by the BOD and will require further discussion.
  - D. Secretary Sue Maynard, written report submitted. Attached.

**MOTION to approve all other reports except Treasurer's Report. Seconded, Passed, Unanimously.**

4. Standing Committees:

- A. Publications and Promotions, Paula Hull. Written report submitted. Attached. Thanks to Phyllis Rowe for updating the email addresses.
- B. Service, Robin Vaughan. Written report submitted. Attached.  
Total value \$247,836.71
- C. Education and Expansion, Marsha Copeland. Written report submitted. Attached. Marsha Copeland designed and shared a flyer explaining the purpose of BCHMO. Several attendees asked that it be included on the BCHMO website as a download item.
- D. Public Lands, Sherry Copeland. Written report submitted. Attached.

**Motion to approve standing committee reports. Seconded, Passed, Unanimously.**

5. BCHA Report:

- A. Volunteer Hours Committee at is currently working simplification of tracking volunteer hours. Common thought is that BCHA is most likely not getting all hours spent in service. This may be due to the worksheet being overly complicated and time intensive. The committee will work to determine the bare minimum information needed based on the National Forest Service requirements. Individual states need to communicate the information they need. The application "Survey Monkey" may be used to get feedback. One suggestion was to change the statement from showing the dollar value to hours only. The reason for this change is that the dollar value contributed could possibly cause off-setting federal budget cuts. The committee will provide BCHA BOD with a recommendation.
- B. Marketing & Media committee is looking at changing to a strictly digital process and presence. This would provide a savings of approximately \$15K per year.
- C. Public Lands Committee is changing from one large meeting to regional representatives and corresponding meetings. This would allow Public Lands Committee calls to be shorter and with fewer people. Sherry Copeland asked for a volunteer from the BCHMO Public Lands committee to represent Missouri. No one volunteered. Everyone was asked if they received the email containing the E-Bike flyer. Most attendees acknowledged receiving the email. BCHA has joined with the Wilderness Society to possibly start legal action to prevent E-Bike access.
- D. Education Committee has submitted a request for a \$30K grant for LNT. This would support chapter and state organizational opportunities. Becki Krueger advised attendees to check out BCHA website for guidance. Marsha Copeland advised attendees to review the chapter

resources webinars as they provide guidance on how to perform various leadership roles and activities. Use this link for both educational opportunities: <http://www.bcha.org/education/> You may need to use your BCHA login for access. Suggestions on how to improve chapter resources on the BCHA website should be submitted to Marsha Copeland.

- E. Fundraising Committee would appreciate a \$5 per month donation from all members for the Trails Forever fund.
- F. BCHA is reworking the handbook – basically they are starting over. It contains 3 modules – sales, organization and retention.
- G. The Legacy Fund is up and running. It currently is funded at \$77K. This fund can't be utilized until it is fully funded at \$500K.

6. Chapter reports:

Becki Krueger advised she had not requested chapter reports as the quarterly newsletter had just come out. Becki Krueger contacted chapter leaders to see if anything has changed since the quarterly newsletter was published.

- A. Jane Doskal (Indian Trails) shared that Golden Horseshoe Tack Shop has an annual fund raiser where proceeds are given to various groups and they favor a 501 C3s. This year the recipient is BCHMO. Various vendors provide the prizes and ticket purchasers place the tickets in buckets designated for the prizes. They sell tickets to place in buckets for vendor donations. This year's saddle is a beautiful 14" saddle with a suede purple seat. Tickets can be purchased until right after Christmas.
- B. River Springs Wrangler Trail Head project. See 9. A.
- C. Heartland Chapter wants to hold an MDC chainsaw certification course. National Forest certification is needed to teach courses.

**MOTION to approve Chapter reports. Seconded, Passed, Unanimously.**

7. Upcoming BCHMO Events:

- A. Annual Meeting at Brushy Creek Lodge – Friday Nov. 1 – Sunday Nov. 3, 2019
  - i. Nov. 2nd dinner is \$15 per plate. This provides two meat choices plus veggie. Based on previous attendance we expect 65 attendees for a total cost of \$975. BCHMO will be paying for dinner and all other meals will be paid by individuals.
  - ii. Elections – Maury Mertz has talked to board members and Becki Krueger has talked to officers. Sherry Copeland nominated Vicki Clark for one of the two BOD positions up for election. Nominations are open until Oct. 15<sup>th</sup>, after which the board chairman will complete the process for BOD approval vote on nominations. For the general membership elections, Sherry Copeland will prepare 60 ballots. Karen Mertz will

provide a list of eligible voters and their number of votes. Phyllis Rowe is available to provide guidance to Sue.

- iii. Auction Fundraiser - To simplify the checkout process, numbered stickers will be placed on the auction items to match the silent auction sheets. Based on last year's auction Jane recommended that the cash box start with \$100 instead of \$300. Everyone agreed that this was acceptable. Marsha Copeland created a post on Tri-Lakes Facebook page with great info and recommendations on how to get item donations to the annual meeting. Several other chapters personalized the post with their own chapter info and posted on their own Facebook pages. This year our auctioneers will be Robert Phillips and Paul Parker. Several tasks were identified to complete the paperwork side of the auction – 1) Signature for the roll call; 2) Assign auction numbers; 3) Process annual membership payments. Receipts will be provided to those paying annual membership dues in cash. It's recommended to have four people for these tasks – using two lists with two people on each list. Vicki Clark will handle the EXCEL spreadsheet used for assigning auction numbers for attendees and assigning numbers to auction items. An additional two people should be available to accept auction items and place them in the appropriate locations.

NOTE: Jane Dosal, Treasurer, will not be attending the annual meeting.

Action item: Jane Dosal will give Becki Krueger the receipt book prior to the annual meeting.

- iv. For the dinner fundraiser, Paula Hull recommends a lottery ticket raffle. The lottery tickets will be displayed on a board during the evening. Attendees can buy raffle tickets and the lottery tickets will be given to the winner(s). It was not determined if there would be one winner or multiple winners.

Action item: Paula Hull will purchase lottery tickets (total purchase price \$100)

- v. Educational Sessions

Saddle Fitting - Crest Ridge Saddlery is already booked six months out and unavailable.

Action item: Becki Krueger will contact a local saddle fitter in her area.

CPR Training – a four hour session by the National Forest Service is planned. Class will be held Saturday and can accommodate 12 students. Class size is limited due to the number of mannequins available. Students will be asked to pre-register to ensure attendance and would be first come, first served. Several issues were raised during the discussion. What will be the location of the class? What if we have bad weather? Can it be held outdoors? If we have more than 12 students is it possible to have an additional class(es)? Possibly on Friday afternoon or evening? Could an additional class be held on Saturday and not impact the setup of the dinner and auction? It was suggested that the LNT outfitters tent may provide an alternate location for CPR training. However, the outfitters tent does not have a floor so tarps may be needed.

Action item: Maury Mertz will contact the National Forest Service to finalize the class(es).

- vi. Cowboy Church - Dio Beltran (with Brushy Creek Lodge) will be doing the service.
- vii. Agenda is expected to follow last year's schedule.

Action item: Becki Krueger, John Stewart and Maury Mertz to finalize the agenda.

#### 8. Old Business:

- A. Strategic plan – Becki Krueger reminded everyone that this was tabled until January 2020
- B. Golden Horseshoe Tack Shop Fundraiser – see 6. A. for discussion notes.
- C. 2020 BCHA meeting April 20-22 @ Kansas City – Sherry Copeland asked for an additional volunteer to provide alternate options such as sight-seeing. Robin Vaughan volunteered. Robin Vaughan has created a list of places to camp, April 19 to 23, which includes the dates for setup and tear down. Robin Vaughan will look at options for those bringing their horses. Embassy Suites pricing for one room with two people will be approximately \$129 per night. The hotel provides a shuttle to and from the airport. Investigation needed to see if we can get a hotel shuttle to and from the RV camp. Sherry Copeland advised that we have special vests or handkerchiefs to designate volunteers. Tee shirts were not advised as they would need to be laundered. Everyone agreed that the clothing article be reusable. Both the Arkansas and Kansas state groups have volunteered to help. Jeff Strickland has declined to help with gathering auction items. Becki Krueger will check with Leslyn Randazzo about handling the auction and/or store. Lynette Miller volunteered to assist Leslyn Randazzo. BCHMO chapter leaders will gather items for the auction and are recommended to start in January (to avoid confusion with the annual meeting auction). Lynette Miller will take Tri-Lakes items to Kansas City. Paula Hull & Candace Hale have contacted several corporations that have agreed to provide items for the gift bags.
- D. Plan to reverse declining membership – Becki Krueger has researched what has helped other organization. Consensus was that we need to advertise more. We should be using radio stations, TV shows, newspapers and flyers. Many local newspapers are eager to have more content to publish. The flyer created by Marsha Copeland (see 4. C.) is one example of something that can be posted at feed stores, tack shops and any other location that is frequented by equestrians, cyclists and hikers.

Action item: Darrel Vaughan and Becki Krueger will meet with chapter leaders to provide recommendations.

- E. Meal prices at Brushy Creek for annual meeting – see 7. A. i.
- F. Fundraising opportunities – see 7. A. iv.

- G. Discussion on changes to quarterly newsletter . Paula Hull advised that costs of preparing and mailing the quarterly newsletters varies according to the size of the newsletter. Paula Hull has already changed to a lower quality paper to decrease costs. Our most recent edition cost \$1.88 each which includes the postage fee of 70 cents per copy. Reducing the newsletter to one page or keeping the current design and changing to distribution via email would significantly reduce expenses but may cause other problems. Currently we have 28 members that records show as having no email. We mail 51 newsletters to land managers & other officials. Many of the directors and officers distribute newsletters as a method of publicizing BHCMO. One suggestion was that those with email would get a soft copy as it is created today and those without email would receive a one-page abbreviated version. It is thought that the land managers should continue to be mailed their newsletter as it is currently designed. There was discussion about the difference between the quarterly newsletter (mostly a review of events that have already happened) and the monthly News Flash (primarily future events). There was a suggestion, with agreement by all attendees, for Paula Hull to discuss this at the annual meeting.
- H. Review of nomination candidates for annual election – see 7. A. ii.
- I. TMI - Only one TMI has been submitted, but there may possibly be two more submitted. The deadline for submissions is Nov. 2<sup>nd</sup>. A limited budget may cause constraints to what is approved.
- J. Missouri Horse Council – a meeting was held last week with a possible future meeting with Gov. Parsons to coincide with Day of the Horse.

Action item: Jane needs to pay \$100 membership fee.

- K. Meramec Valley Trail Association (MVTA) is a 501 C3 – working to extend the Ozark Trail from Meramec State Park to meet the Great Rivers Greenway at Pacific. Jane Doskal has joined the association and is a board member representing the equestrian community. While multiple cities have already committed to supporting this project, portions of the trail will cross privately owned properties throughout the Meramec Valley. Easements from individual landowners will be needed and LAD has been contacted to provide advice. There is a question regarding the status of earlier funds provided to “Save the Bend Bridge” as this group had somewhat similar goals. In addition, Jane has brought up the topic of providing for horse trailer parking along the trail.

#### 9. New Business:

- A. Wrangler Trail Head Project. After the side meeting by Jane Doskal and Sherry Copeland, to close this project there will be two manual adjusting entries – one for \$1341.75, and one for \$475.32. Both of these amounts will be credited to Beef Up the Trails line item on financial and both of these amounts will be debited to Wrangler Trail Head project expense line items.

Action item: Jane Doskal to make necessary entries in QuickBooks.

**MOTION to make manual journal entries. Seconded, Passed, Unanimously.**

- B. Change to check disbursement policy – Candace Hale. Current policy is for the chapter member to pay for items, give receipt to BCHMO and then get reimbursed. Reimbursement checks are issued once per month and this can cause a financial hardship, especially for high dollar items. Due to legal requirements it is not possible to advance funds so it was requested that BCHMO change to a twice monthly check disbursement. A suggestion was made to use a credit card to purchase the item(s) and then email the receipt to Jane who would reimburse within 14 days. Everyone was reminded that the purchaser needs to be mindful of their credit card billing date since it would be possible to purchase an item and then receive the credit card monthly statement within 2-3 days. Jane Doskal said it was possible to perform disbursements twice per month.
- C. Agenda reports - Candace Hale. It was requested that all reports listed on the agendas be submitted at least 48 hours prior to the scheduled meeting to allow for review. If report writers cannot meet the deadline, the report must be printed out and distributed to all attendees. Failure to meet the deadline is not recommended as it prevents the board and officers to review content.

**MOTION to change report submittal process. Seconded, Passed with opposition.**

10. Announcements and Kudos

- A. None

11. Next meeting and adjournment

- A. Next meeting will be Tuesday January 7, 2020 at Perkins in Jefferson City at 10:00 AM. Alternate date Monday Jan. 20<sup>th</sup>.

**MOTION to adjourn, Seconded, Passed, Unanimously 2:43 PM**