

**DELAWARE EQUINE COUNCIL  
MINUTES  
January 15, 2018**

**Meeting called to order at 7:00 pm President Stan Vonasek**

**Board Members**

**Present:** Stan Vonasek, Ken Horeis, Tami Stevens, Pam Nebel, Julie Warrington, Wendy Lippincott, George Parris, Kate Bowski, Cyndi Vollmer

**Secretary's Report (Pam Nebel)** Minutes available on website at [www.delawareequinecouncil.org](http://www.delawareequinecouncil.org)

**Treasurer's Report: (Tami Stevens)**

**Starting balance as of 11/20/17:** \$29,913.09

**Deposits:** \$5,530.00 (Dues, Directory Ads)

**Deductions:** \$74.74 (Pam for cookies, Stan for horse teeth poster)

**Ending balance as of 12/18/17:** \$35,368.35

**Starting balance as of 12/18/17:** \$35,368.35

**Deposits:** \$231.50 (Dues, Triple Crown/Legends POP)

**Deductions:** \$110.68 (Donation to DDC in memory of John Williams, stamps, PayPal fees)

**Ending balance as of 1/15/18:** \$35,489.17

Wayne motioned to accept Treasurer's report and Ken seconded. Motion passed.

**COMMITTEE REPORTS**

**CONGRATULATIONS TO THE HUDRAN FAMILY FOR WINNING THE DIRECTORY COVER PHOTO CONTEST!**

**Directory (Ken)** – Directory printing should begin this week. Nice job Ken! Economy Printing (our previous printer) closed its doors this month. Our new printing company is Delmarva Printing on the recommendation of a past employee of Economy Printing who is now working with Delmarva Printing. Cost for printing is same as last year.

Ken compared Directory net income for 2015 thru 2018.

2015 - \$3,047

2016 - \$4,484

2017 - \$3,899

2018 - \$3,195

He reminded us of the importance of letting businesses know that their ads were seen in the Directory. It helps to know that the ads are bringing in business for them. We cut back on the number of directories to be ordered. This year we ordered 2,000 rather than 2,300.

**POP Program (Stan)** – Stan reminded everyone to bring in their proof of purchase seals from Triple Crown and Legends feed.

**Newsletter (Wendy)** – Newsletter is now done on a quarterly basis. Jan/Mar, Apr/June, July/Sept and Oct/Dec. This quarter was emailed on January 12 to all those with email addresses who did not request a regular mail option. Printer has been broken and was just repaired, so Wendy was able to drop off newsletters to Pam at the meeting for regular mailing. Wendy needs help with articles for the newsletter. She asked Carol for DDC article and Laurie for a SDTR article. Pam reminded her that Kathy Watson agreed to provide an article on the 20-mule team. Dr. Christopher Baldt has also offered to provide an article for the next quarterly newsletter. Any events that you attend and would like to offer an article, it would be much appreciated.

**License Plates (Wayne, Stan, Julie, Pam)** – Pam reported that our first monthly income from plate sales in December was \$630 from the sale of 18 plates. Great news! Can't wait to see what 2018 brings! The plates look great. Fine job done by Tom Cahall of JD Sign Company in Felton, DE. Wayne will be scheduling a press release and photo shoot with Scott, Tom, Stan, Julie and Dave Wilson (if available). Julie brought in a new banner and poster board created by JC Signs for DEC to use at events etc. They both look great! Thanks Julie! Great job!

**Equisure Insurance (Stan)** – Stan reminded folks that you can purchase \$1M of excess personal liability insurance thru Equisure for a cost of \$25 for individual and \$40 for family. Those interested signed up tonight. Stan will forward check to insurance company.

**Scholarship Banquet (Stan)** – Saturday, March 3 is the date for the 2018 scholarship awards dinner. \$30 adults, \$15 kids 12 and under, \$224 for table of 8. Stan brought flyers and sponsorship/donation request letters for folks to help hand out. Pam brought dinner tickets for distribution. Thanks to those members who took tickets and are willing to help with sales. Short meeting of scholarship committee will take place following the regular meeting. **Note:** Next month's scholarship committee meeting will be held on February 12 at 7pm at the fire house conference room.

## **OLD BUSINESS**

**Redner's Save A Tape Program (Tami)** – Collect \$5k in Redner's receipts and DEC gets \$50. Must have a Redner's card to participate. Several receipts were turned in tonight. We have a total of \$2,276.31 in receipts so far!

**Facebook Survey (Kate)** – Kate brought copies of the survey she prepared regarding what the equine council can do to better serve the citizens. Looks great. Couple additions were made and Ken made a motion to move forward with posting to website, adding a link to the website and sending out a blast email. Julie seconded. Motion was passed.

**DEC Family Membership (Stan)** – Should we have one or not? What comprises a "family"? It was suggested that perhaps we could check with other horse councils to ask how to determine what "family" consists of. Various opinions on this topic. Are we gaining new members or are we losing income. Several members suggested leaving the membership as it is. Others seemed ok either way. No decision made. Tabled for now.

**Mini Expo (Stan)** – Revisited the idea of a one day mini expo from perhaps 10-2, whereby commercial members who have an advertisement in the Directory would be invited, at no cost, to set up a booth and sell their wares. Individual members could be charged a certain dollar amount and non-members a slightly higher dollar amount to participate. Demos suggested were trick

riding, mounted shooting and carriage driving. All suggestions are welcome. Food trucks would also be invited. Need a location with an indoor arena. Ken reported the following charges for Heartland Equestrian Center: \$400 day rental, \$175 portable bathroom and \$75 for lighting, totaling \$650. Other sites suggested were C-Line Stables, Gambler's Choice, Southern Delaware Therapeutic Riding (SDTR) and Randy Ridgely's Wicked R Ranch. Julie suggested putting out a bid for a location. Information could be gleaned from Kate's survey, that will be on Facebook soon, as to what people are looking for. Laurie suggested partnering with SDTR to make a win-win opportunity. They have a huge indoor arena whereby they could showcase their program in combination with all other events scheduled. Suggested time of year would be in October. Further discussion to be made at February's meeting. Bring your ideas.

## **NEW BUSINESS**

**DEC Logo (Julie)** – Tom Cahall (JC Design Co.) is isolating the artwork for apparel to use this logo as a trademark. Everyone really likes it. Julie mentioned that Tom has someone he works with for apparel. May be something to look into. More discussion to follow.

## **MISCELLANEOUS**

**Pam** stated that our long-time policy is for new members to pick up a membership packet when they attend their first meeting. She suggested a more friendly approach would be to mail out a welcome letter along with a membership card. Most organizations do this, or at least send a membership card as recognition for a new member. As a member of AMBA, TEC and APHA Pam receives annual membership cards when renewing her membership. Julie made a motion that we provide the membership cards and welcome letter for new and renewing members. Ken seconded the motion and it was passed. Pam will prepare the letter.

**Wayne** mentioned the upcoming equine trade show in PA. Stan asked if anyone was going. Wayne is thinking about going on Saturday for the seminar on Facebook outreach and marketing. Basically this is for retail and wholesale businesses but also includes outreach for nonprofit organizations. Wayne will take some information about DEC if he goes. Bill Hudran suggested inquiring about affiliation programs whereby we could get discounts on certain purchases for our members.

Motion to adjourn was made by Pam Nebel and seconded by Ken Horeis.

Meeting adjourned at 8:00pm

Next Meeting – February 19, 2018, at the Harrington Fire Hall conference room.

Minutes submitted by Secretary Pam Nebel.