

Missoula Horse Council

Board Retreat

University of Montana UC

In attendance – Sheila Mealey, Linda McCormick, Natalie Sullivan, Deb Anderson, Arwyn Anthony, Clara Davison, Jenni Johnson, Anne Vestal, Jen Belitz, Kathryn Maslanka, Penny Bucher, Drue Kerns, Bill Bucher, Scott David, Tierney Wheaton, Jan Harris, Theresa O’Keefe, CJ Choate

Call to order: 8:00am

Introductions – introduce board members and new board members

What does it mean to be a board member?

- Supporting and keeping the park open and operating
- Creating opportunities for riders of all disciplines
- Involving the community in awareness and activities at the park
- Preserving the park for future generations

Binder handouts and document review

- Tower Street Plan
- Bylaws
- Policies and Procedures
- Plan to update documents beginning of 2023

Kathryn – Park Director

- Event coordination and scudings
- Online entry form process
- Streamlining online process
- Finding and starting neonone
- Bssc representative – need to amend bylaws to continue as rep even though not board member
- Maximizing fundraising for events
- Overnight stall management
- Member liaison
- Social media
- Authorized instructor liaison
- Can help with prep for events (forms, online, webpage, coordinating with bssc, organizing food, prizes/ribbons, stalls)
- Plan to review contract before June for any changes
- NeonOne
 - Account created, training in process. Will start doing data input and forms setup to roll out first phase in April
 - Will have member profile that members can login to
 - Will have board member profiles

- One place for membership, entries, volunteers, emailing

Discussion on future park development risk

- Some options on other county properties for future relocation
- Keep track of what our park brings to the County and the community

Stalls- discussion on building new stalls vs rentals

Rentals extremely hard to find – some options to buy/rent used panels/cover but very labor intensive

Fundraising dinner – like the cowboy ball

- Held at the horse park July 15th
- Big tent catered event
- Fundraiser for a new barn of 50 stalls
- Need name ideas – want to make it an annual event
- Really promote auction items and donations

Financial Report – Jennifer

- Non event revenue 52000 mostly membership and license plate sales and stalls and endowment
- Non-event expenses 97000 – mostly stalls and fence project
- Event revenue 43000 (excluding stalls/camping) 77000 total revenue
- 42000 event expenses
- 35000 event income
- (8543) at the end of the year total
- Large amount in paypal for July 2022 WE event – has not been processed yet
- Insurance – insurance company not covering equine activities anymore – have an option for this year but have not received quote yet. Will need to investigate new insurance provider for future equestrian activities
- Currently pay \$4000-4500 for roughly \$1,000,000 coverage for our year activities
 - Special event policy for the pet run
- Cyber insurance – review and discuss if that is something we want to pursue
- Motion to approve treasurers report for 2021 Arwyn 2nd Jenni – approved

Budgets

- Breeches n buckles:
 - \$10000 revenue
 - \$3700 expenses
 - Expected profit of \$6,300
 - Motion to approve Arwyn 2nd Jenni approved
- Pet run
 - Hoping to make \$2000
 - Motion to approve Jenni 2nd Arwyn approved
- Mini-event – tabled until February
- Omoksee

- 1500 per omoksee, 6000
- 800-1000 expenses
- \$200-500 addition to buy additional poles and decorations
- Estimating \$4,500 income
- Motion to approve scott 2nd drue – approved
- WE/CNC
 - CNC
 - 100,000 revenue
 - 68000 expenses (high end)
 - 32,000 income
 - Gala
 -
 - We
 - 7400
 - Motion to approve linda 2nd natalie – approved
- H/J Schooling show
 - 8400 income
 - 2300-2500 expenses
 - 6100 income
 - Motion to approve jenni 2nd linda – approved
- Jumper Day
 - 3000 revenue
 - 500 expenses
 - 2500 income
 - Motion to approve deb 2nd clara – approved
- Garnder powell
 - 3900 revenue
 - 3000 expenses
 - 900 income
- Karen o’neal
 - Natalie will work with Kathryn to work out stalls
- 4H camp
 - No charge to 4H – will pay for shavings but park allows use for the rest of the camp free of charge
 - Motion to approve scott 2nd shaila – approved

Park Defense

- Had a meeting last Tuesday to discuss threats to the oark
- BSSC/neighborhood very pleased with being invited to the WE concert/party
- Want to push more community/neighborhood involvement and push “Friends of the Park”
- Media presence
- Tower street plan updates – reevaluate goals of the park
- Dedication of the park
- Park awareness – bumper stickers and other passive advertising

- Cross advertising with other horse venues

Bicycle/dog horse interaction awareness, maybe host event or create video to include on signage

Signage for dog walkers to be aware of horse events – proper etiquette

Mitch Ferm – BSSC President

- BSSC/MHC relationship is good – improvement from past adverse relationship between the two
- BSSC would like to update the Tower Street Plan to meet the needs of the community
- Want to be seen as oversight instead of “police enforcement” of the park
- Suggests television involvement for public service related to horse park – horse/dog/bicycle etiquette?
- Possibly banding together trhoa trsewer water bssc bshp newsletter
- Question on county liability for the public – when it comes to dogs
- Thoughts on possibly future indoor arena – open for discussion for 5 year plan
- Baseball growth – possibly 3-5 new baseball fields
- Community garden area – once hmong woman is done, would like to repurpose that area
- Overnight events – look into increasing the number of allowed overnights
- Park dedication – 4H arena and fastpitch are both dedicated parks – will continue to investigate getting the park dedicated as a park or potentially open space

What we accomplished in 2021

- Stall mats
- Lights in the barn
- WE regionals
- WE/Smurf bank
- Main arena footing
- Sign at front gate
- Roundpen
- Manure pile cleaned out
- Rail trailer
- More events than ever before
- Filled stalls
- Hired a director
- First band

What do we want to accomplish in 2022

- Increase participation
- Finish lighting in the barns
- More RV hookups
- Increase membership by 200%
- Expand water complex
- Permanent obstacle course plan
- Quote for second stall complex – will look into options for designs/setup

Teresa O'Keefe

- Masters in non-profit management
- Moved to Missoula recently and wants to be more involved in the horse park
- Mission statement discussion and suggestions

Committees

- Marketing/PR – Sheila, Diane (CJs mom), Clara (Andrew), Theresa, Jenni
 - Newsletter – Kathryn, Natalie
- Maintenance – Scott
- Financial Audit – Linda
- Membership growth and outreach –
- Merch – stickers, magnets, hats, tshirts, mugs – Theresa

Work Days

Website

- Kathryn working on updates/corrections
- Officer emails – can be passed to new officers

Motion to approve Jan Harris volunteer membership Bill 2nd Deb – approved

November minutes

Motion bill 2nd linda approved

December minutes

Using slack to communicate board discussions and committee information – Clara will set up and report back in February meeting

February meeting via zoom on feb 8th

Natalie requests help gathering sponsors for the Pet Run – CJ offers to help

Penny – procured a horse statue, wants to know if the board is interested in purchasing to display at the park

Motion to buy the horse statue for 1900 deb 2nd linda – approved

Motion to adjourn arwyn 2nd clara