

Ride and Tie Board of Directors Meeting

March 14, 2018

MINUTES

Members Present: Janice Heltibridle, Carrie Baris, Chris Amaral, Courtney Krueger, Greg Fellers, Susan Smyth

President Heltibridle called the meeting to order at 9:36 pm Eastern Time

Amaral made a motion to accept the minutes from the last meeting. **Fellers 2nd. Motion passed.**

Technology Reports/Motions

Krueger moved that he and Baris be given the authority to create a Ride and Tie Business page on Facebook in order to begin monthly targeted advertising. The advertising will not exceed \$200 a month per our 2018 budget. **Fellers 2nd. Motion passed.** Krueger will consult with Treasurer Anderson regarding how to set up payment.

Smyth is using Ultrasignups for the championships. They will keep records of the event and also have a way for volunteers to sign up. Smyth asked that all board members visit the site: <https://ultrasignup.com/register.aspx?eid=8808> This is a great resource for other ride managers to consider using.

Baris reported that Instagram is up and running and is beginning to generate traffic and questions.

Old Business

Smyth reported on plans for the World Championships. She is hoping for 50 or more entries. Special events she is planning include:

- Guest speaker on Thursday night from Scoot Boots
- A Ride and Tie panel to answer questions from new teams
- A Friday “walkaround camp race” for parents and kids
- Mileage signs posted along the trail
- She is thinking about offering some live music.
- Trails will be marked in Red, White, and Blue Ribbons
- There is a separate ultra running event on Sunday. Some of the runners are planning to do the equathon on Saturday. The board agreed it was a great idea to hold the Ride and Tie on the same weekend as the other event.

Smyth moved that the Board approve up to eight \$25 gift cards from the Leslie Yates Fund to give to entrants who trailer horses more than 8 hours to the event. **Amaral 2nd. Motion carried.** Any unused gift cards will be sent to the East Coast for the East Coast Championships

Smyth reported on the Ride and Tie Booth at the AERC Convention. It got a lot of traffic, a lot of questions. One suggestion Smyth made was that a form be developed for people to use if they want to request assistance for a new Ride and Tie event. Krueger agreed to work on a form for the website.

Heltibridle reported on behalf of Ride Manager Barb Mathews that the plans for the East Coast Championships are progressing. Barb is starting to receive positive responses from vendors willing to provide products/donations/discount pricing in support of the ECC (i.e. Running Bear Farm, Riding Warehouse).

Tooth Fairy Fund – discussion tabled until the next meeting.

Nominations/Elections: Heltibridle attempted the test vote, worked great. Another individual informed her that it would not let them back out if they wanted to abstain though. *The instructions need to be rewritten to reflect that “abstain” needs to be written in the “other” box in order to completely fill out three boxes. (or the program needs to be updated to allow individuals to vote for up to 3 candidates.)*

New Business:

Events for the Year. The board reviewed the spreadsheet Krueger provided. The board removed the “Gator Run” from the list because it did not have any entrants this year. The board added “Ride Between the Rivers” and “The East Coast Championships” to the list. Krueger will provide the list to insurance for billing/sanctioning purposes.

Ride and Tie Store:

- Krueger reported that he designed bumper magnets/stickers for prizes using Café Press. He will get a URL to Susan Smyth so that we can offer them in the store.
- Annette has 11 copies of “40 Years of Madness” left. We will offer them for sale at \$20 each before we order any new copies. Janice will ask Annette to proceed with a rewrite/update of the book to be available for the 50th championship.
- Suggestion was made that someone should update/redo the book Ride & Tie: The Challenge of Running and Riding by Donald Trent Jacobs as a lot has changed over the years.

Planning Committee:

To ensure the continuity of Ride and Tie for 50 more years, we need to be constantly planning how to market/improve the sport. Smyth believes that Equathons are a great “gateway” to full Ride and Ties as they can attract people who want to either ride or run, but not both. The board discussed adding a “Triathlon” type event that would include mountain biking, running and riding. Krueger agreed to check with insurance to ensure that such a sport would be insurable.

Other Business:

- **Krueger moved** that Rhonda Venable be authorized to purchase 2017 Year End Awards not to exceed the budgeted \$500 for M/M, M/W, W/W and Top Horse. He further stated that if possible, Baris should receive award for Top Individual completing 500 miles in a single year. The board agreed that promoting the year-end awards is a good way to increase interest and participation in the sport. 2018 Year End Awards will be an item for the next and subsequent meetings. **Smyth 2nd The motion passed.**
- The board discussed offering Equathon awards, but realized that no one did more than a single Equathon this year. More Equathons need to be offered in conjunction with the R&T events though to make this possible. For the 2018 budgeting process, we may wish to specify conditions for receiving a year-end award (i.e. Top Ironman and Top Team).

Next Meeting May 9 at 6:30 Pacific/9:30 pm Eastern Time.

Heltibridle adjourned the meeting at 11:00 pm Eastern Time.

Respectfully submitted by Courtney Krueger.