

**Summit Equestrian Center
Board Meeting Minutes
August 14, 2018**

Present: Allison Wheaton, Sara Harper, Tiffany Yoquelet, Heather Hoffman, Sue Shilts, Maylynne Ranney, Sue Campbell (via phone)

Meeting Called to Order: 11:00a

Consent Agenda: Meeting minutes (June 12, 2018, July 12, 2018)

Committee Report Discussions

Fundraising/Financial-

- SEC's 4 Summer camps were successful: \$1,800+\$1,950 (13 SAFY campers) +\$2,400 (12 campers) +\$2,800 (14 campers) = \$8,950
- Fundraiser "Stock the Barn" is scheduled for 11/9/18, details will be available soon
 - Committee meets this Friday (*the meeting went well and these women are very knowledgeable and well connected in the community*)
 - Committee members include Lindsey Borne Torres, Meg Miller, Kathryn Gentz Laura Cook and Michelle Carr (who both volunteer at SEC), and Allison.
 - Sue Campbell said she would check on Indiana laws regarding 50/50 drawings
 - Sue Stilts, Maylynne and Allison said they will look into obtaining specific goods/services for the silent auction and/or raffle
 - Allison has spoken with Tracy Martin, WANE-TV, and Connie Kerrigan, Director of Outreach for Parkview Hospitals, regarding this
- Heather and Allison have been reviewing SEC's financial data, procedures and reporting

Program Development-

- Program Structure is being overhauled to focus on Equine Assisted Learning, Veterans Equine services, and Adaptive Riding services for specific clients; Allison and Kelly Trusty met to
 - Develop more specific program descriptions and rubrics
 - Define a new weekly schedule; implementation date TBD; more information will be shared in the future
 - Implement a plan for administering pre- and post- client surveys
- Opportunity for further development of our equine veterans program with potential input from Marcia Carter (she has program development experience with Turnstone, and with an equine veterans program in Colorado) who has recently relocated to the Fort Wayne area
- Becca and Allison are facilitating sessions with Grace College students in August and October; Allison is hosting Huntington University in November as well as Physical Therapy program students from Trine University who want to learn about Hippotherapy

Marketing-

- Allison and Kelly met to set goals (and evaluation measures) for a realistic marketing plan
- Marketing plan includes incorporating a blog describing each SEC program service (introduce new service every 2 weeks), and includes a schedule for updating social media
- Nate & Julie Reusser (Reusser Design) met with Allison to discuss parameters of their "SEC technology system update" barter (and donation) agreement, which will
 - Update website to be more user friendly and have information in a more accessible format
 - Create an online store which includes payment for services as well as encourage donations, and will input the gathered moneys and information into Quickbooks

- Create an App for volunteer scheduling, task assignment, sign in/out that will calculate volunteer hours and links to Salesforce
- Create a kiosk in the barn for volunteers to sign in/out and print name tags
- Create an App to collect intake (pre) and discharge (post) client survey data
- Create a testimonial page with rating system
- Reusser Design will also train Allison on these, and may make suggestions for potential funding/grant sources going forward

Facility-

- Construction Update
 - Owner's construction efforts in barn have not started yet (*but did start on 8/17/18; the lower barn has been cleaned out to lay the new floor; the stalls on the far side of the main arena are being cleaned out; more info will be shared when available*)
 - Jason Shanks, a Veteran who happens to be the father of one of our summer SAFY campers, with Victory Trucking has agreed to lend equipment and donate sand for the corral (and he also has donated his time to scoop poop, etc. at the barn)
- Herd update
 - Texas has been moved to a new barn; Rodeo has been moved to a new barn; Allison is actively looking for a new home for Lulu & Jessie
- Staff update: Becca has taken a leave of absence (Allison is not currently searching for a "replacement" licensed therapist because her efforts are focused on developing a business plan that does not rely on other people facilitating Equine Assisted Learning services)

Old Business

- Park Center student program did not get off the ground this summer
- Allison may be meeting with Kelly Blakey of FWCS again in the future, but this program will not happen this fall; apparently there has been a change in management of the special needs program in FWCS
- SEC is keeping communications open with both of these organizations, as opportunities may arise in the future

New Business-

- Michael Simpson, CPA is interested in becoming a member of both the Board and the Finance Committee; he is a Veteran and will be attending our September Board meeting
- Board Roles will be voted on at the September Board meeting; nominations included
 - Chairman: Tiffany
 - Vice Chairman: ??
 - Treasurer: Heather
 - Secretary: Sara
- Continue working to meet the 3 goals defined at the Retreat
 - Create a Financial committee, board member (Heather), Fundraising coordinator and Grant Writer by October 31, 2018
 - Hire an Admin person 12 hours week by December 31, 2018
 - Renegotiate the SEC lease agreement by December 31, 2018 (and more if Foelinger Foundation grant is awarded)
- Continue to look more at the "5 most important questions to ask about SEC" as we move forward with our financial, program development, marketing, facility and service efforts
 - 1) what is our mission?
 - 2) who are our customers?
 - 3) what does/do our customer(s) value?
 - 4) what are our results?/how do we know? and
 - 5) what is our plan?

Announcements/Comments: Next meeting is Tuesday, September 11, 2018 at 11am.