

PNER Board of Directors Meeting
18 December 2024
6:30-8:20 pm Pacific

- Everyone on BOD is a voting member
- Quorum for voting = requires 6 votes

BOD Members Present (Quorum Present): (1) Suzanne Hayes, (2) Regina Rose, (3) Alex Lewis, (4) David Lewis, (5) Melissa Stephenson, (6) Nance Worman, (7) Tani Bates

Non-BOD Members Present: Mari Smultea, Stace Moss, Marlene Moss, Cindi Sayer, Lois Fox, Cassee Terry, Bobbi Walker

Alex Lewis, President, emailed the agenda to the Board on 12/18/2024

Quick Recap Summary of Meeting

The PNER Board of Directors meeting focused on financial updates, website revamp discussions, and the need for a centralized document repository. The team also discussed the upcoming Convention, the need for volunteers for various roles, and the possibility of offering Canadian riders their ride entry at par. Lastly, the conversation ended with a proposal to honor at par for Canadian counterparts for membership and convention, which was passed with a vote.

Next steps/Action Items Summary

1. David to research free license options for Jot Form and email Alex with findings.
2. Cindi to update Ride with GPS account information and administrators.
3. Stace to add information about Canadian members paying at par for membership and convention fees to the PNER website.
4. Cindi to process refund for Terry's convention registration to reflect the new at-par policy for Canadian members.
5. Melissa to send vendor registration information to Cindi for financial tracking purposes.
6. Cindi to prepare a more detailed report on the Mary and Anna Memorial Youth Fund for the next board meeting at the convention.
7. Regina to email the board a list of all sanctioned rides and their dates for 2025.
8. Jessica Huber is collecting and organizing updated photos from award recipients for the convention slideshow.
9. Alex to follow up on potential fundraiser ride at Prineville Ride location.
10. David and marketing team to create Facebook advertisements for the convention.
11. David to create forms for convention volunteers and open PNER positions.
12. David to work with Stace on moving shared marketing materials to the PNER Google Workspace.

PNER Board of Directors Meeting - Notes

Role Call and Meeting Introduction

The meeting began with a roll call by President Alex Lewis to confirm attendance. Participants introduced themselves and checked in. The group acknowledged the meeting was being recorded.

Treasurer's Report

Cindi emailed the Board the financial summaries on 7 December 2024 for the period 01/01/2024 - 11/30/2024: Profit and Loss, Balance Sheet, Budget vs Actual Report, Blood Machine Accountability Sheet). Cindi Sayer presented the financial status, including the balance in the PayPal and checking accounts, and the money market account. She also highlighted the blood machine deposit and the expenses, including the scholarship expense, education events, and the blood machine expense. As of 12/07/2024 the bank balances were Checking Account - \$5,912.11, Money Market - \$66,844.46, PayPal Bank to Transfer to Checking \$1,620.08, and \$1,832 in recent blood machine deposits. The new blood machine accountability page was introduced, showing \$1,033.05 in revenues. Cindi also mentioned the new education software line item and the marketing expenses. However, the meeting was interrupted when Cindi lost connection, and Alex asked David to check in with her. The meeting was paused to see if Cindi could be reconnected. In the meeting, Alex, Stace, Cindi, and David discussed the financial aspects of their organization. Stace confirmed the annual cost for their services. Cindi mentioned that she would set up the vendor and add the expense to the software. She also discussed the marketing expenses, including a new banner, brochures, and tabletop signs, which she believed were assets. Cindi also mentioned the administrative software and the donation expenses. She then presented the profit and loss statement, balance sheet, and budget versus actual report for the year. Cindi also introduced a new blood machine accountability page, which showed the purchases and revenues from the blood machine. Lastly, she discussed asset inventory, emphasizing the need to keep track of their assets, including brochures and rotor syringes.

Elections, Website Revamp, and Volunteers

Alex discussed the upcoming elections for various positions within the organization, including the need for volunteers to assist with the process. She also proposed a potential revamp of the organization's website, suggesting a new platform to improve user experience and potentially increase membership. Stace, who manages the current website, offered to assist with any transition to a new platform. David raised a question about the cost of maintaining the current website, which Stace clarified as being self-funded. The team agreed to discuss the website revamp further in the New Year.

Website Costs and Management Discussion

Stace discussed the costs associated with hosting and maintaining the organization's website, including the database side and the point maintenance side. Alex suggested the possibility of having a membership-only section on the website, but Stace pointed out the significant work involved in managing such a feature. David raised concerns about the cost of upgrades and suggested that PNER should handle the costs, while also proposing a separate meeting to discuss the website's requirements and potential changes in more detail.

PNER Document Repository and Volunteers

The team discussed the need for a centralized document repository for PNER. David suggested using a Google share drive or SharePoint, while Stace mentioned that PNER already has a Google Admin account with 100 TB of storage. Cindi proposed sending financial documents monthly to increase transparency. The team also discussed the need for new volunteers to manage the handbook, marketing section, awards, and blood machine. Bobbi was recognized for stepping back into managing the handbook, and Cassee was thanked for her work with the blood machine. The team agreed to explore options for a more formal document repository and to fill the roles of awards manager and blood machine coordinator.

Convention Update and Participation Opportunities

In the meeting, Alex announced the next BOD meeting to be held at Convention on February 20th-23rd. Melissa Laws, the Vice President, provided an update on Convention, which will be held at Eagle Crest resort. She mentioned the availability of a discount for PNER members, the accessibility of the resort from the Bend airport, and the affordability of the venue. Melissa also shared the exciting lineup of speakers and activities planned for the event, including hands-on first aid, classes for junior writers, and a fundraiser raffle. She encouraged volunteers and vendors to reach out for participation. Cindi asked about the vendor registration process, which Melissa clarified was separate from the website registration. David and Bianca suggested obtaining a membership list to contact Oregon members about the convention and gather feedback.

Ride Updates, Fundraiser, and Handbook Changes

In the meeting, Regina reported that most rides for 2025 were re-sanctioned, except for Prineville and Bandit, for which she had received no updates. She also mentioned that she would email the board with a list of all the dates and rides. Alex discussed the possibility of a fundraiser ride for Prineville, considering it an important location. She also mentioned that the bylaws have not been changed and that the current handbook is still correct. Bobbi requested updated information for the scholarship and trails ads to be included in the Handbook, with a deadline of January 15th. Alex agreed to look into the possibility of having the election results ready by the same date.

Awards, Education, and Grants Updates

Alex led a discussion about various tasks and updates. Cassee reported that all awards items had been purchased and were ready for engraving or embroidery. She also mentioned that Jessica would handle the photo collages for the awards. In education, Cassee noted that the Midnight Rider funds were returned due to the cancellation of the Midnight Rider event. Tani reported that she had received a request for a trail grant from Bianca, who wanted to improve a horse camp. David was mentioned as a potential contributor to the social media and marketing efforts. The conversation ended with a mention of the scholarship and a reminder to Greta to speak up if she was present.

Facebook Ads, Ride With GPS, Jot Form

David proposed the creation of Facebook advertisements for the convention and the use of a job form account for marketing purposes. He suggested that the marketing team should take on the responsibility of creating these forms. David discussed the need for a jot form account for PNER, with a cost of \$94 for a nonprofit. David also mentioned the issue of Ride with GPS, stating that PNER should be considered the owner of the account, not a private owner. He requested the board to decide on the co-administrators of the Ride with GPS account. The board discussed the potential purchase of a job form account, with concerns raised about the cost and administration of the service. The board agreed to further research the possibility of a free license for the job form account.

Offering Canadian Riders Ride Entry at Par

Lois Fox proposed that the Pacific Northwest Endurance Riders (PNER) organization should offer Canadian riders their ride entry at par, considering the significant difference in value between the Canadian and US dollars. She suggested this as a goodwill gesture to encourage more Canadian riders to participate in PNER events. Lois also mentioned that she had previously ridden in Canada and noted that the current exchange rate makes it more expensive for Canadians to travel to the US. Alex agreed with the idea and suggested starting with membership fees and then extending it to ride managers. Cindi mentioned that there were some issues with PayPal accepting Canadian dollars last year. The team agreed to consider Lois's proposal and possibly implement it on their website. In the meeting, Alex proposed a motion to honor at par for Canadian counterparts for membership and convention. The motion was seconded by Tani and passed with 8 votes in favor.

Mary & Anna Memorial Youth Fund

Cindi shared an update on the Mary and Anna Memorial Youth Fund, stating that it started the 2024 year with \$25,290.54, which included \$20,535 raised from the National Championships in August 2024 near LaPine, Oregon.

Meeting Wrap-up and Next Steps

The team agreed to live stream future meetings for those unable to attend in person. The next meeting was scheduled for January 20th to 23rd in 2025, with the first meeting starting on Jan 20, 2025.

Notes taken by PNER Secretary Mari Smultea on 12-18-2024. Notes emailed to PNER BOD and Committee members on 26 December 2024 and approved (pending revisions) by PNER BOD Quorum by 30 December 2024 by the following BOD members: (1) Tani Bates, (2) Regina Rose, (3) Melissa Stephenson, (4) Suzanne Hayes, (5) Biance Chevalier, (6) Katrin Levermann, (7) Nance Worman. Revised notes finalized and distributed via email on 1 January 2025 to PNER BOD & Committees and Marlene Moss for PNER website and Jamethiel Morse for newsletter along with PNER financial pages received from Treasurer Cindi Sayer on 7 December 2024.

