

**PNER Board of Directors Meeting @ Convention**

**February 23, 2025**

**7:00am Pacific**

- Everyone on BOD is a voting member
- Quorum for voting = requires 6 votes
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**BOD Members Present (Quorum Present):** (1) Regina Rose, (2) Alex Lewis, (3) Stevie Delahunt, (newly elected OR rep) (4) Melissa Stephenson, (5) Tani Bates, (6) Bentley French, (7) Katrin Leverman (*Quorum present*)

**Non-BOD Members Present: in-person:** Mari Smultea, Cindi Sayer, Cassee Terry, Bobbi Walker, Lora Bannon, David Lewis (former OR state rep); **remote:** Stace Moss, Marlene Moss, Lisa Cohen, Naomi Preston

**Quick recap Meeting summary for PNER Sunday Board Meeting (02/23/2025):**

The Pacific Northwest Endurance Rides (PNER) board discussed potential expansion to include rides from the Mountain Region, the need for a new website, and the organization's financial status. They also discussed key initiatives around membership and communication, and several financial and administrative topics including grant and proposal management, membership fees, and marketing budget. The board welcomed new members and approved a budget for 2025, with a focus on improving the organization's presence and services.

**Next steps**

1. Regina to start email discussion with ride managers about adding 2 Mountain Region rides to PNER calendar
2. Regina to discuss with ride managers about holding mini clinics before endurance rides
3. David to work with Stace and Marlene on website revamp proposal with detailed costs and implementation plan
4. Cindi to find and propose a CPA with 501(c)(3) experience by end of March
5. Finance Committee to meet quarterly, approximately 2 weeks before board meetings
6. David and Marketing team to create and distribute survey about membership benefits and fee increases
7. State Representatives to reach out to Membership Secretary Laura for access to Google Doc tracking membership
8. Marketing Committee to develop detailed proposals for Endurance-athon, Buddy Referral Program, and Welcome Package
9. Emily to work on growing PNER Instagram following to 1000 by mid-year and develop educational content series
10. Bobby and Laura to clarify handbook deadline and late fee policy
11. Website Committee to explore members-only access area for directory information
12. Stevie to take on role of Young Rider advisor

- a. Board to fill open Elections Committee chair position

**Items Voted on with Passing Quorum vote today:**

1. **VOTE:** Regina – motion to create website committee and approve a \$5,000 budget, Melissa seconds, PASSED with 7 BOD member votes.
2. **VOTE:** 7 BOD members voted yes to approve \$5,000 marketing budget for 2025= APPROVED.

**I. Call to order** – Announced intent to record meeting, attendance, Roberts Rules of Order Reminder, Thanks for conference organizers. Welcome new BOD member OR rep Stevie Delahunt. THANK YOU for an incredible Convention Melissa, Karen Pate, and entire Team!!!

**II. Approval of the Minutes**

**III. Reports:**

**President:** Alex Lewis:

- **Elections:** New/Past BoD Members, Welcome and Thank You!
- **Suzie Hayes, Pitch for Sister Organization: DISCUSSION ONLY:** We would like to allow points to count for PNER for Montana’s Sleeping Giant ride, and Antelope Island for PNER Points. Grizzly Mountain is same weekend as Antelope Island; it is 691 driving miles / 11hr 33 min away from one another. We do NOT feel there will be ridership taken away from each other. City of Rocks and Top of the World are BOTH listed on MRER site, they offer points to their ridership for PNER’s ride attendance, therefore boosting our ride attendance, and possibly membership at PNER. If we adopt an open-minded policy with trying this out and recognizing these rides in the Mountain Region for PNER points, and support our sister Region as they already are for us, it is a show of good faith for our Endurance community who live in areas with limited riders. We can reassess at the end of the season, and take a poll to see how it positively improves our Membership, and go from there.
  - Regina – supports it for same reasons above. Thinks would bring more members from MT.
  - Bobbi – opposes. Must be within 100 mi of MER boundary to be part of it. Our ride managers were against it last year and didn’t get a chance to talk about it first. Mt region won’t sanction the W side of mts rides bc of the boundary. Our articles of incorporation originally consisted of Ride Managers. Boundary already defined. Conflict with dates and attendance at the PNER rides. If you want your ride included in MER, ride manager needs to be a member of MER. Article 1 Section 6 – boundaries bylaws.
  - Alex – want to foster riders to come from outside our region. If this change can help boost ride attendance, she supports it.
  - Stevie: during her term wants to make it supportive of ride management and membership. Feels adding MT would be beneficial.
  - Melissa – if we want to increase membership need to make it easier for MT riders to come. 7 MT members.

- David Lewis: did research on bylaws, BOD has jurisdiction to determine if rides included in PNER points. This topic has been tabled for a number of years, suggests we vote soon. Their ride managers would need to be PNER members. Feels would bring in new members to PNER.
- Alex – suggest Regina contact ride managers for feedback.
- **PNER RIDES RECOGNIZED FOR PTS ON MRER WEBSITE:** <https://mrer.org/sanctioned-out-of-region-rides-2019>
- **Change of Rule on Website:** “Rules and Points” tab under the Membership Information: Add: *Ride Management in PNER Region is required to Renew their Membership at the time they send in their Ride Advertisement to the Handbook etc., in order to utilize PNER Marketing at said Ride for the current Season, and utilize PNER resources, including Blood Machine, Marketing Material, Handbook Marketing or otherwise - Rules Section, add #7 at bottom of Rules (will be considered a Rule in PNER that must be adhered to).*
  - Bobbi – suggests Ride Mgr. Rep (Regina) make sure ride mgrs. are PNER members.
  - Regina – need a Rule to make ride managers required to be PNER member to hold a ride.
- **Website Committee** - positions available, Proposal of Revamp of Website in 2025; Approx \$3,500-\$5,000 needed for new web site, added to budget.
- Alex – want to send out some polls to members. Stace developed coding to link point system with website currently and want to continue to do this. Want to simplify user interface with website.
- David L – costs limited to Platform costs -- \$500-\$1500 is expected, possibly up to \$3,500. The main effort is building the website, maintenance is less cost.
- Melissa – website – doesn’t feel like website represents what endurance is –e.g. lacking photos, especially for young people who are social media focused.
- Stace – existing website can be given multiple access to people. Next step is to define what website update contains/requires.
- Marlene – she has always solicited input for website and will continue.
- Cindi – suggests go with higher amount of \$5,000 doesn’t mean have to use it all.
- **VOTE:** Regina – motion to create website committee and approve a \$5,000 budget, Melissa seconds, PASSED with 7 BOD member votes.
  - **Handbook** -Thank you Bobbi, Vicki Nichols, Bianca, and Team!! Will be creating a **Handbook Committee w/ Chair position** to lighten the load and asking all of the current team to stay on, Bobbi as Chair if she accepts.
    - Bobbi – as long as committee doesn’t require voting for passing (it doesn’t) Bobbi wants to continue to be editor of handbook
  - **Marketing Committee:** Marketing Team; You are all doing an AMAZING JOB!!! Thank you!
  - **Awards Committee** - Thank you Jessica Huber!! Lois Fox is stepping in to help rewrite and trim the current Awards we are not utilizing. Thank you Lois!!
  - **Next BoD Meetings** - Will be held on the following dates, Wednesdays;
    1. Mar 26th, 2025 6:30pm
    2. June 11th, 2025 6:30pm

3. Sept 24th, 2025 6:30pm

4. Dec 10th, 2025 6:30pm

- New Budget w/ Committees and Treasurer

**Vice President:** Melissa Laws

- Convention Update-went very well, happy feedback from juniors who had their own speaker

**Treasurer:** Cindi Sayer

**Financial update – per committee mtg:**

- PNER in solid financial shape
  - Membership slowly declining (members aging out)
  - Convention has always been a loss – but supports our mission of education. Cost of doing business.
  - Audit committee reviewed 2024 finances all good.
  - Want to elicit a CPA to audit and ask questions re QuickBooks organization. E.g., technically books have not been closed since 2021. \$375 per hour, propose annually \$1,000 to consult w CPA. Should be a 3<sup>rd</sup> party not PNER member due to conflict of interest. CS timeline: end of March plans to have 3 CPA cost estimates.
  - Plan to meet quarterly as audit/financial committee. Plan to meet 2 weeks before each quarterly BOD meeting.
  - Blood machine is good money maker – suggest someone fully accountable for machine. CS still missing sheets from 3 rides (CS can't open them). Melissa and Alex will meet with CS after this meeting to get this info.
  - Clarified communications to improve audit committee comms.
  - Want to explore more regarding David Lewis' investment proposal.
  - After we have budget for 2025, will know better how much money we have to invest.
  - Some investment specialists have offered to help out.
  - Alex would like to attend the follow-up investment meeting plus Cindi, finance committee, David, Melissa to discuss and review.
  - Finance and Audit Committee are same thing – combined, fulfills audit requirement.
  - Currently PNER money in CD until June.
  - Having Audit committee is a non-profit requirement.
  - Hoping to bring in Emily Randall's mom on finance committee, she has a Masters in non-profit organizations.
- **BUDGET for 2025:**
  - CS distributed hard copies of proposed budget for 2025, 2025 budget based on actuals from 2024. Not all monies have been accounted for related to convention as not all info is in yet.
  - Current savings in money market making ~2% interest.
  - Have a 60k CD currently.
  - On Jan 8, 2025 Cindi moved the 60k from money market to CD because money market return dropped so much. This CD ends early June. We made \$200 in interest since 2025.
  - By March 10: Cindi will finalize the 2025 budget
  - Regina – suggest we let PayPal users; they need to pay the PayPal fee (which is 2.9% plus 30 cents per David Lewis).

- Melissa believes we undercharge for membership – hasn't been raised in years. Consider raising fees, plan to poll membership on this.

**Representatives:**

**BC:** Katrin: thanks for letting Canadians pay convention fees at par for Canadian vs US dollar prices. 5 Canadian rides BC (3 are AERC sanctioned so far). She has heard no news that Canadians boycotting any US rides.

**ID:** Nance (absent)

**MT:** Suzie (absent)

**WA:** Tani :Thank you Donna for all your BoD Service! Tani has been contacted twice by new members in last month looking for ride buddies.

**OR:** Stevie (Welcome to the Board!) and Bianca (Bianca absent): Stevie met with Bianca yesterday: some people contacted her before convention. Suggest a theme: "2025 is Growing the PNER Family"-suggest title the website with this. Suggest communication app for committees (e.g., Telegram).

**RM:** Regina – Ride Mgr. Rep – no news.

**Junior:** Bentley – had junior meeting yesterday with 7 juniors. Funds to cover junior ride entries 50% paid by Mary and Anna fund and 50% PNER. They are using their budget to make junior PNER hats.

**New Young Rider (YR) Committee Chair:** Emilee Randall- excited to promote young riders.

**IV. Committee Reports:**

**a. Finance:** Lisa, Simone, Tally (see notes above). Plan to allocate next year's budget the December before instead of at convention.

**b. Young Rider:** Emilee Randall (see above)

**c. Junior:** Bently (see above)

**d. Points:** Marlene -no news

**e. Newsletter:** Jamethiel – some members have told her they didn't receive the newsletter so she will coordinate w Lora Bannon to figure this out. Last newsletter sent out in January. She will be putting newsletter on PNER website.

**f. Handbook:** Bobbi Walker-handbook production went smoothly this past year moving up deadline worked well for her. Well-received by many, a few not well received feedback. Regina – helps ride managers to have handbook out early.

**g. Website:** Marlene, Stace (see above)

**V. Technology –** Stace (no news)

**VI. Awards –** Lois Fox (absent), Cassee: suggest soliciting membership for award ideas. Came under budget. Emily Randall's mom works with embroidery machines, she may be able to do the embossing as that is 2/3 of cost of awards approximately.

**VII. Education –** Cassee – Boot Camp scheduled for May 2025, target to get 25 newbies. Also education event at Midnight Rider. Suggest Regina let rider managers know about this fund and encourage educational events at rides.

**VIII. Juniors/Young Riders –** Mary Kay Krauss (absent) / Jodi Shumway (absent). Stevie wants to be Young Rider advisor and open to being Junior Rider advisor if needed.

**IX. Elections –** NEED TO FILL COMMITTEE AND CHAIR! Laney solicited volunteers at convention,

hoping to find someone to do this.

- X. Social Media** – Deb (absent)/ Emilee. Emilee working on goal setting especially Instagram for young people. Use it as educational resource. Wants to do an educational series on social media.
- XI. Trails** – Tani – Fall 2024 she was inundated with members wanting trail grants, awarded 2. Is the Trail Money coming out of 2024 budget plus is there 2025 budget? Receipts for 2024 won't come up until 2025. Cindi- will award a new 5k for 2025 but need to have rules such as using 2024 funds in 2025 makes it difficult to track. Regina suggested that trail grants identify expiration dates eg. At end of year.
- XII. Scholarship** – Greta (absent)
- XIII. Marketing** – David Lewis- is left over funds still available? Where does that money go if not used? Ramped up convention marketing efforts based on polling results, made a big difference. Requested \$1000 for convention marketing didn't use it all. Advertised e.g. NW Horse. Got over 40 responses to written survey from convention on membership wants/needs. Collaborating with Ride mgrs. to market rides. Their only source of sending marketing materials is PNER membership list and they don't have info on ride attendees who are not PNER members. Asking for \$5,000 2025 budget for marketing. Cindi: what is research they have found on return on investment? E.g., quarterly summary of efforts/success/stats. Naomi has agreed to take over being chair of marketing committee. Marketing Ideas:
  - Bring a buddy referral program
  - Endurance-a-thon/ PNER virtual horse challenges: \$750 admin charge but anticipate higher income
  - Welcome packet for new members
  - **VOTE:** 7 BOD members voted yes to approve \$5,000 marketing budget for 2025= APPROVED.
- XIV. Membership** – Lora – as of today, 187 memberships for 2025 (picked up 3 at convention bc offered discount if member). Late fee with handbook – need to set a membership deadline to receive handbook. Lora needs to know member list ahead of time/updated. May poll users to see if they should pull out membership contact info from handbook. DL – let's change to just putting in member emails, names and phone numbers, not addresses. Emilee suggested that member only website have member contact info with choice if they want to include their mailing address. Alex- all, please solicit memberships. ML-if want PNER to grow, need to invest in PNER growth.
- XV. Old Business** –
- XVI. New Business** – Lora - rider reps, there is a google doc UTD to check status of members
- XVII. Announcements, comments, other business**
- XVIII. Future meeting dates:** Convention (TBD);
- XIX. Adjournment**

Notes taken by PNER Secretary Mari Smultea on 02-23-2025. Notes emailed to PNER BOD and Committee members for review on 18 March 2025. Approved with revisions by PNER BOD Quorum via email on 03-19-2025. Revised notes finalized and distributed via email to PNER BOD & Committees and Marlene Moss for PNER website and Jamethiel for newsletter on 03-19-2025 along with PNER financial pages received by Treasurer Cindi Sayer on 23 February 2025.



(Mari Smultea, PNER Secretary)