



BCHA
Executive Committee Minutes
Tuesday, June 27, 2017

Members attending: Freddy Dunn, Don Saner, Ginny Grulke, Doug Bechen, Alan Hill, Darrell Wallace, Sherry Copeland, Becki Krueger, Yvette Rollins
Staff: Randy Rasmussen, Erica Fearn

Actions taken:

- ✓ Motion to approve the consent agenda. APPROVED.
- ✓ Motion to receive and file the financial reports. APPROVED.
- ✓ Motion to approve funding for redesign of membership brochure. APPROVED.
- ✓ Motion to approve the terms of the Cavallo Letter of Understanding. APPROVED.
- ✓ Consensus to adopt and share the communications flow chart. APPROVED.
- ✓ Directive to share the communications matrix with the Marketing Committee.
- ✓ Motion to approve \$232 for Trails Forever Fund bumper stickers and mailing. APPROVED.
- ✓ Consensus to present John Aliberti a thank you gift for his service. APPROVED.

On June 9, 2017 a motion was made and seconded (via email) to transfer the Association Resources agreement to Mainspring Association Management LLC. Motion passed.

Topic	Accountable	Topic and Discussion
Welcome	Freddy Dunn	Additions to the agenda: <ul style="list-style-type: none"> • Fundraising report-Action items • Far West Public Lands Letter – Dennis Serpa • Communications Plan • BCH Legacy • Gift for John Aliberti • Chairman’s Report-Chairman’s Letter • Public Liaison Report
	Freddy Dunn	<i>Consent agenda:</i> Minutes of the May meeting (sent out via email in May) Leadership Reports: <ul style="list-style-type: none"> • Trails Forever Report • Public Lands and Recreation Report, <i>included</i> • Headquarters Report • American Horse Council Annual Meeting Report, Jim McGarvey • Facebook Report • Marketing Report <i>Motion to approve the consent agenda reports.</i>
Finance	Sherry Copeland	Financial report as of end of May.

Topic	Accountable	Topic and Discussion
Strategic Agenda	Darrell Wallace	<p>Policy Manual Review- Executive Committee Policies</p> <p>1.0 Global Ends Policy – Reviewed</p> <p>3.0 Global Executive Committee Constraint- Reviewed</p> <p>3.1 Group Process- refer back to the Constitution to Roberts Rules of Order</p> <p>3.2 Treatment of Members-reviewed, in compliance</p> <p>3.3 Treatment of Staff – reviewed</p> <p>3.7 Asset Protection – reviewed, in compliance</p> <p>Financial Condition & Activities and Financial Planning/Budgeting – Sherry Copeland Treasurer will review at our July meeting.</p> <p>Recommendation (3.0)1. – Review Policies prior to the National Board Meeting</p> <p>Recommendation (3.0) 2.- Develop Executive Committee onboarding, possible for the Education Committee</p> <p>Recommendation (3.3) 3 – Develop an ad-hoc committee to recommend employment practices</p> <p>Business Plan Review</p> <p>Fundraising-focus on supporting committee and all fundraising efforts.</p> <p>Action items and/or requests:</p> <ul style="list-style-type: none"> • Brochure – approve redesign and printing. • Cavallo Horse & Rider, hoof boots member benefit Letter of Understanding approval. • Communications Matrix • Fundraising report-Action items • Far West Public Lands Letter – Dennis Serpa <p>Letters should be sent to Chair for review.</p> <ul style="list-style-type: none"> • Communications Plan • BCH Legacy-update on lead • Gift for John <p>Contributions for the gift will be from individuals. Erica will purchase a gift card with contributions.</p> <ul style="list-style-type: none"> • Chairman’s Report-Chairman’s Letter • Public Liaison Report- Alan Hill reported on the mountain bike plan/issue on Whiskeytown National Park in the Shasta Trinity National Recreation Area (NRA) proposed new Management Plan. A letter was written by BCHA and local chapter. Park Superintendent followed up with a phone call that was very positive. • Wisconsin Expansion Update – Doug Bechen, five attendees at the meeting. Will have a meeting in the fall. Becki Krueger reported on Illinois expansion.

Topic	Accountable	Topic and Discussion
		<p>Public Land and Recreation update: BCHA is working with AHS and other partners to submit a FY 2018 budget request to Congress that prevents drastic cuts to recreation and trails for all federal land agencies. The President's budget is dismal and unprecedented in the level of cuts proposed and, in particular, LWCF and agency recreation and trails budgets. For example, the President would cut the Forest Service trails budget by 84%. If Congress were to adopt this budget, we could expect severe hardship in our efforts with the agencies to keep trails open. We will next issue action alerts to encourage member outreach to their representatives in Congress on the Appropriations committees. More details will be provided during the BCHA Presidents' call tomorrow night."</p> <p>Acronyms: AHS = American Hiking Society LWCF = Land and Water Conservation Fund NRA = National Recreation Area</p>
Adjourn		Next meeting date July 25, 2017.

June 2017 EC call

Public Lands Update

Grassroots Outdoor Alliance Trade Show (Albuquerque, New Mexico)

- Provided morning keynote address on Public Lands Transfer to kick off the trade show.
- A key contact was made with a BCH Utah volunteer who works for an outdoor clothing company (KÜHL) who might donate product for use in BCHA's Store.
- BCHA appears well-positioned to ask the Grassroots Outdoor Alliance to "sponsor" BCHA's Fall 2017 grant application to The Conservation Fund—an invitation-only granting program that includes a "[Public Lands Defense Fund](#)" for non-profit organizations whose work helps to defend the Wilderness Act and oppose Public Land Transfer.

Whiskeytown NRA Trails Management Plan (California)

At the request of Alan Hill, developed 6-page policy-based comment letter from BCHA with the objective to minimize the degree to which the NPS might consider imposing restrictions on horse use.

Congressional FY'18 Appropriations Request for Recreation

Worked in concert with American Hiking Society (AHS) and the Partnership for the National Trails System to develop a request to Congress—in response to the President's devastating budget proposal for Fiscal Year 2018—to maintain or enhance recreation programs for the federal agencies, including LWCF and the US Forest Service trails budget (which the President proposed be slashed by 84%).

NWSA National Forest System Trails Stewardship Grant Committee

Participated in a series of conference calls with colleagues from NWSA, AHS, IMBA, AMA, BlueRibbon Coalition and the US Forest Service to discuss criteria for grant selection among 90 applications for \$230,000 made available by the USFS. Three BCH chapters received grants: BCH Washington (\$8,000), BCH Idaho (\$3,945) and BCHO West Cascades (\$6,783).

Recreation Not Red-Tape Act (yet to be introduced)

Was provided an advance copy of legislation to be introduced by Sen. Wyden (D-OR) that would promote the economic benefits of outdoor recreation, streamline the recreational special use permitting process, and elevate the importance of National Recreation Areas. Requested that horseback riding and use of pack stock be specifically listed as a traditional use alongside other hunting uses.

Sipsey Wilderness Wagon Issue (Alabama)

At the request of BCH Alabama, entered into discussions/negotiations with the USFS regarding ongoing use of horse-drawn wagons in the Sipsey Wilderness. The USFS recently determined wagon use is inconsistent with the intent of the Wilderness Act, yet its justification at present appears questionable.

REI Force of Nature Grant Application

Assisted BCHA submittal of grant application to REI, Inc., to support a 5-day packing and wilderness skills class for women in Montana's Bob Marshall Wilderness.

Expansion Committee Request: TABLED

BCHA attend Equine Affaire, November 9-2, West Springfield, MA. Estimated cost \$800 (\$500 booth, materials, etc.)

Horse Radio Network Request:

Details were forwarded to Mark Himmel for Marketing Committee review and recommendation. Committee determined it was not in our best interests at this time.

Headquarters Report

Spent another hour on the phone with the IRS on June 15. The agent was to send a referral to have the change made in the IRS records that BCHA is a 501C3. The EO Entity request will have 30+ days for turnaround. I requested an updated IRS Designation Letter. Phone: 1-877-829-5500, agent 1003365389.

Shipping- we have had two negative shipping experiences with UPS. We will utilize FedEx going forward.

Updated sections of the newsletter. Proofed newsletter.
Coordinated printing and mailing of summer fundraising letter.

Trails Forever Fund:

205 donors, \$2,420 since January 1, 2017 to June 23, 2017.

Trade Show Materials Recommendation TABLED

New trade show display has been purchased. **Recommendation: develop a tradeshow package for states to borrow.** Booth graphics are needed, estimated expense \$200. The package would include brochures, newsletters, and member applications.











NBM 2018 and 2019 – contracts have been signed. **Recommendation: Sponsorship program to offset expenses.** The next two NBM sites are more expensive than recent years. We will need to increase registration fees or offset expenses with sponsorship, education, or other revenue generating programs.

Communications Matrix-forward to Marketing Committee

Type	Audience	Timing	Delivery	Notes	Investment
Newsletter	Members	Quarterly	Print	Need editorial calendar	\$\$\$\$
Leader Letter	NBM State Leaders	Biweekly	Email		2 hrs \$
State Connection	States	Monthly	Email/web	Connecting states	2 hrs \$
Donor Newsletter	Donors	Quarterly	Print		2 hrs \$\$\$
Legacy	Members	Monthly	Combination		2 hrs \$\$\$
Social Media					

BCHA Communications Flow Chart

Purpose: to have a clear understanding of the communications and information flow and responsibilities.

General Information, E-news, Meeting Information	Action Alerts audience determined by Randy	Membership, State and Chapter Contact Information, dues and leadership	Executive Committee
BCHA	BCHA OR BCHA	Chapter	EC Members
	 		
NBM	NBM Members	State	NBM
			
State Leaders	State Leaders	BCHA	
			
State Members Chapter Members	State Members Chapter Members		

Joining BCHA

Our website is very unfriendly when users try to join a state and chapter.

Membership applications are not available from the site links.

We could set up the site so the member joins BCHA and then we send the member to the NBM to encourage joining the local chapter.

Funding Committee Report

Ginny Grulke , KY., Becky Krueger , MO., Melinda Wenke IA., Donald Saner, WY.

Recommendations

* To eliminate the " Spur donation recognition program " this program was introduced by Mike McGlenn when Mike was the Marketing committee chair .

There was three levels in the Spur program Gold , Silver, Bronze. Each one of these levels had a corresponding funding level and a corresponding gift.

The program was dropped after a few years because of lack of interest and response.

* We would like to still use the term Spur to be used for funding going into BCHA. General account.

* We would like to use the name " Trails Forever Fund " instead of the \$5. a month club. The two name are confusing to our members.

The Trails Forever Fund is more professional, we also feel it a easier sale.

30% of these funds will go to the Education Foundation for Grants for BCHA State organization and Chapters.

The 70% left over will go towards a goal set for that year.

The goals will be something that ties into our strategic plan , business plan, and BCHA mission.

The goals will come as a recommendations from the Funding committee to be approved by the Executive committee or the National board of Directors if the NBM.is in session.

The recommendations for the remainder of 2017 is " HELP BCHA GROW " the Funding committee would raise these funds need to fullfil the 2017 budget comment for the TFF. program. We are looking at \$ 4,285. with 30% going to the Education Foundation \$ 1,285. leaving \$ 3,000. for BCHA. We are hoping to raise these funds by out reach and peer pressures of the Executive committee, National Directors and our membership.

The committee will be personal contacting each National Director to help find the 140 new TTEE.member needed.

We would also work on the recommendations for the 2018 goal and fundraising plan during what left over of the 2017.

Possible goals for the 2018 year is to develop resources and deliverables for National Advocacy training program (PPT, VIDEO, FB live.) There maybe possible funding from the George Store Foundation.

Funding committee

Donald

Past Chair, BCHA.

The TFF. Committee is making a request for \$ 230.00 for gift for folk that donate to the TFF.

The gift is a bumper sticker 3" X 10" with BCHA logo and something about supporting the TFF. All the language is still in the works.

Estimate

150 3" X 10" vinyl bumper stickers \$ 148.

free shipping on 4 day.

Postage & envelope for 140 people around .60 = \$ 84.0 0 . mailing thank you gift.

Total cost of Gift \$148. + \$84.00 = \$ 232.00

Donation income from these 140 people is \$60. × 140 = \$ 8,400. estimate \$4,200 in 2017 and the rest in 2018.

Respectful submitted for the TFF Committee

Donald Saner, Past Chair

Media & Marketing Committee

Newsletter;

Communicating with Deb Schatz on articles for Newsletter, discussion on getting more paid adds from other States. (States that come up with paid add could keep half of the fee?)

Facebook;

Continuing to grow in likes, 13,400 presently. Craig Allen and Kelly Rohloff good at posting, two different age groups attract different views.

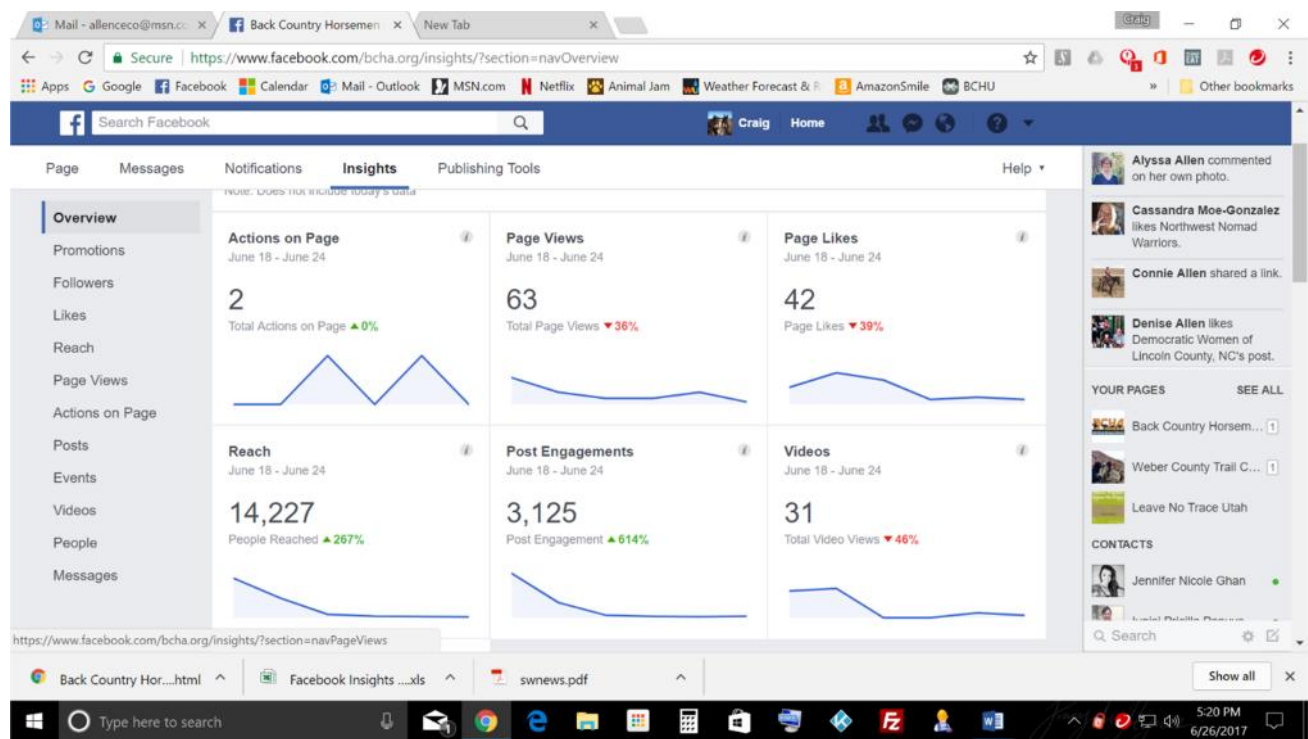
Twitter; Mirrored by Facebook, whatever appears on Facebook post automatically on Twitter (Not sure how Marty did that but works)

Instagram; just starting to post pics there

Webb Site; since Convention have made many changes and updates, better streamlining the flow of site. Latest changes in Donation pages. Google suites up and running for Email changes.

Attended Webinar on donors, what they are looking for on Webb site before they donate, types of donors and how to attract them.

Reviewed request on Equine radio network. \$300 a month seemed at little much at this time. I know Jim McGarvey and other have been on this show, the links of the radio shows we post on Webb Site get NO views.



American Horse Council Annual Meeting

June 11th-14th

Jim & Cindy McGarvey

Overview: Cindy and I made the trip D.C. arriving Sunday morning, June 11th. I am completing my 3rd year as Chairman on the Recreation Committee – a committee started by Mylon Filkins, past BCHA chair. The Recreation Committee is one of six AHC standing committees. The others are: Coalition of State Horse Councils; Horse Show Committee; Animal Welfare Committee; Health and Regulatory; Racing Committee.

There were two important differences with this year's conference; 1) Ben Pendergrass is no longer at the AHC. Ben now has a similar position with a climate change organization. 2) The new AHC CEO Julie Broadway has expanded the conference agenda to the point that visiting Capitol Hill is now relegated to Wednesday only. Also, Julie is much more involved with the issues of the Recreational Committee versus the previous CEO.

Sunday, June 11th: Cindy and I attended the Welcome Reception that evening and caught up on with old friends.

Monday, June 12th: I Chaired the Recreation Committee meeting with 24 attendees – the most that I remember attending. We also had Julie Broadway in attendance (first time for an AHC CEO since I have been on the Committee). There are only seven voting members on the Committee but after each vote, I asked all in attendance to vote also to get a consensus of opinion. The requested deliverable from the Committees' meetings is a set of recommendation to be given to the AHC Board of Trustees for their consideration. The Rec. Comm. voted the following recommendations:

Recommendations to the AHC Board of Trustees Recreation Committee

1. The Committee makes a motion to recommend to the Board of Trustees that the American Horse Council oppose H.R. 1349 (To amend the Wilderness Act to ensure that the use of bicycles, wheelchairs, strollers, and game carts is not prohibited in Wilderness Areas, and for other purposes.)
2. The Committee makes a motion to recommend to the AHC Board of Trustees that the American Horse Council oppose H.R. 621 (Disposal of Excess Federal Lands Act of 2017.)
3. The Committee makes a motion to change the name of the Recreation Committee to 'Recreation, Trails & Land Use Committee.'

I just now (today Monday) received a reply from Ashley at AHC answering how the Board of Trustees voted on our Recommendations. This is Ashley's reply:

Hi Jim,

I was actually just talking to Julie about it.

The Board requested additional staff research on the two recommendations to oppose those bills. In particular with H.R. 1349, they were worried that we might seem like we might be perceived as not being supportive of those with disabilities and allowing them access to the outdoors. I explained that the Americans with Disabilities Act allows for people in wheelchairs to have access to the wilderness already (to the best of my knowledge).

We have just extended an offer to someone to replace Ben, so as soon as that is taken care of, I will introduce you to that new individual!

Tuesday June 13th.

National Issues Forum 8:00 am -3:00 pm. Of particular interest, at lunch, Cindy was speaking with Ryan Thomas, who does legislative work for the AQHA. He invited Cindy and I to go that afternoon to the Department of Agriculture to see the Secretary of Agriculture, Sonny Perdue have his photo taken with four outstanding AQHA Youth members. Cindy was able to mention to him that she was with the Back Country Horsemen and a citizen of Georgia (Sonny was former GA Governor). Perdue said he could detect a 'southern accent!' The Secretary was behind schedule and as it was the AQHA youths meeting, Cindy didn't speak more with him but talked to the youths a lot. I couldn't attend because of the below event.

Breakout Sessions 3:00-5:00pm. Julie Broadway asked me to moderate one of the breakout sessions, "Emerging Threats to Public Lands". The other breakout session topics were: Wild Horse Challenges on BLM Land; Equine ID; Bio Security Plans; Import/Export; Immigration. I was the only moderator without a 'Dr.' in front of his name! As the Roundtable at the International Trails Symposium had nearly the same topic, I used some note from that event also. However, none of any of the roundtables conclusions were asked to be turned in.

Congressional Reception 6:00-8:00pm held at the Reserve Officers Association, 1 Constitution Ave. At this annual reception, the AHC gives an award to the "Legislator of the Year". This year's recipient was Senator Mike Enzi (R-WY) and Chairman of the Budget Committee. The award was for his work in helping to get the National Trails Bill passed into Law. Julie Broadway asked me to have my photo taken with the Senator (*see attached*). I asked her if I might say a few words also (*also see attached video*). I, wearing my BCHA blazer and was the only speaker besides Julie and the Senator. It's a bit hard to hear but I thanked Wyoming and the Senator on behalf of the AHC, TWS and the BCHA.

Wednesday, July 14th: A Very Busy Day

8:00am-2:00pm. Cindy and I had appointments with Congressmen Barry Loudermilk (R-GA) at noon and Tom Graves (R-GA) at 1:45pm to discuss HR 1349 Bikes in the Wilderness...; HR 2862 To Provide for Wildfire Suppression...; Federal Lands Transfer Issue.

At around 8:00 am, in our hotel room, we started to see the reports of the gunman at the Congressional baseball practice. At 9:30, I then googled the team members and saw that Barry Loudermilk was a member of the Congressional team. At 10:00 I emailed his legislative assistant, Aubrey Neal, to inquire if he was OK and if we should reschedule for some future date. At 11:00 she replied that he wouldn't be in our meeting but that she would certainly like to meet with us anyway. So we met at noon. Security around the congressional buildings was much increased but getting in through the metal detectors was the same.

9:00am Report to the American Horse Council Board of Trustees. I gave the Recreation Committee report to the Board (see the above list of three). They did approve the committee name change to the "Recreation, Trails and Land Use" Committee. Our Committee had wrangled a bit with the name i.e., Recreational Trails or should we put the comma in? Also, we dropped the words "Public Lands" for "Land" which would enable the committee to also talk about private land and trails which is considerable east of the Mississippi. Also, the Board of Trustees extended my term as Chair of that Committee for another year. It is a three year term which I have just completed. I didn't ask for the extension, they just did it!

Noon Meeting: The meeting with Congressman Loudermilk's staff person Aubrey went very well. She said he and their chief of staff were both at the ball field and the Congressman came back to office in dirty grass stained clothes. He went home to change and was in a meeting with

authorities because he was a witness. The Congressman's chief of staff was at the field also and was pretty upset and called it a day and went home.

(Later that evening at the airport, we watched CNN's interview of the Congressman and it was quiet graphic. The Congressman said he was up to bat when the shooting started and the fellow next to him Matt Mika, a lobbyist, was severely wounded and fell about 4 feet away from him. They tried to stop his bleeding between bullets being fired. I have known Congressman Loudermilk since he was a state legislator – 10 years. He had been in the military and is a bit of hard case, so I can see him hanging right in there with the wounded fellow during the shooting).

Aubrey Neal, his staffer, is from Idaho and used to work for Simpson (R-ID) so she knew about the Trails Bill. She is also a hiker and has had her own run-ins with mountain bikers so, a pretty easy sell for her to be against 1349 and also on land transfer issue. She is going to scan our stuff for the Congressman and tell him our position.

1:45pm Meeting: We had a meeting lined up with Congressman Graves but the House Speaker called a special briefing at 1:30 concerning the shootings. So, we met with Graves' Legislative Director. His thoughts were somewhere else (probably on the shooting) and our meeting was over with in a little more than five minutes. In the case of both of the above Congressmen, we should have a chance to catch up with them on our issues at a later date.

The Got No-Reply Meeting: I had sent three emails to two staff members of Congressman McClintock's, including his Chief of Staff requesting a meeting to discuss HR1349 Bikes in the Wilderness. I received no reply at all.

2:15pm Meeting at the USFS: Earlier in the afternoon, I called Joe Meade and told him we were just up Independence Ave from him and asked if he had a few minutes for Cindy and me to visit. He said "Come on down!". It was a really fun meeting catching up on old times and his soon-to-be-retired life. He and his wife got place in a little town north of Albuquerque "5 acres on a cottonwood creek". Thinking back, the three of us covered a lot of ground, talking away so informally. Turns out he was heading over to the same 3:30 meeting across Independence Ave that I was – 21st CSC. For right now Joe's Deputy Director, Andrea Gehrke; agehrke@fs.fed.us will be taking over Joe's responsibilities upon his retirement. We talked with her also and she is a horse owner and rider.

3:30pm Meeting Held at Dept. of Agriculture: The 21st Century Conservation Service Corps held a "Report Session" on the new Secretary of Agriculture. Some highlights were delivered from the acting head (currently Deputy Chief of the FS) of the Natural Resources and Environment in the Department of Agriculture. He said Sonny Perdue is rather more into FS matters than the previous Secretary and has already visited several FS projects. He said the FS was identifying its infrastructure needs in case the President moves ahead with his infrastructure bill.

The second part of meeting was a panel discussion with folks representing the five big federal land agencies: NPS, BLM, F&WL, FS and Corps of Engineers (*see attached photo*). Joe Meade sat in for Leslie Weldon who was on the west coast. While the other speakers looked at their notes or at the ceiling to think about what to say, Joe was eloquent – have to say almost poetic – with his guide dog asleep under his chair. He had five major points which he addressed in sequence about the Core Volunteer Network, Public Lands, the FS, and # 4 was the National Trails Stewardship Act. He said "We all need to thank the Back Country Horsemen of America, The Wilderness Society and the American Horse Council for this great legislation".