



**BCHA**  
**Executive Committee Minutes**  
**Tuesday, January 23, 2018**

**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

**Tentative:**

**Actions taken:**

- ✓ Motion to approve the consent agenda reports. APPROVED.
- ✓ Motion to receive and file the financial report. APPROVED.
- ✓ Tabled discussion on Rose Bowl funding. BY CONSENSUS.
- ✓ Motion to sponsor Trail Meister according to the proposal. APPROVED.
- ✓ Motion to approve Randy Rasmussen’s report. APPROVED.

**Recommendations:**

Compile a list of “jobs” put out a help wanted to the membership via email.  
 Chapter challenge fundraising.

Topic	Accountable	Topic & Outstanding Actions
<b>Welcome</b>	Freddy Dunn	Changes & additions to the agenda Randy’s report National board meeting agenda Review consent agenda
	Freddy Dunn	<b>Consent agenda:</b> Minutes of the December meeting Leadership Reports: <ul style="list-style-type: none"> <li>• Public Liaison Report</li> <li>• Mentorship</li> <li>• Committee Chair notes</li> <li>• Fundraising Report               <ul style="list-style-type: none"> <li>○ Chairman’s Letter Update</li> <li>○ Trails Forever Report</li> </ul> </li> <li>• Headquarters Report</li> </ul>
<b>Finance</b>	Sherry Copeland	Financial report as of end of December. Recommendation to create “new” company in QuickBooks. IRS Update Considerations: <ol style="list-style-type: none"> <li>1. Request to fundraise for Rose Bowl</li> </ol> Tabled to get more information. <ol style="list-style-type: none"> <li>2. Trail Meister Proposal</li> <li>3. Permission to purchase chairman gift.</li> </ol>

Topic	Accountable	Topic & Outstanding Actions
<b>Strategic Agenda</b>	Freddy Dunn	<p><b>National Board Meeting</b> - Tuesday will be a workshop day. Committee chairs talking to each of the regional breakouts. Back to the board meeting to talk about what we learned.</p> <p><b>Nominations</b> – if you wish to be nominated for a position, please contact Steve Lindsey.</p> <p><b>Committee Recommendations:</b>  <a href="https://drive.google.com/open?id=1zdAVSEa1C5thQKIL5SWWcZbM_JPLHN">https://drive.google.com/open?id=1zdAVSEa1C5thQKIL5SWWcZbM_JPLHN</a>  ↓</p> <p><b>Membership:</b>  Report:  <a href="https://docs.google.com/spreadsheets/d/1luSYjEFfc9N88HL8Ecl2BeAUnzSgs_5K4_PUuit4cn0/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1luSYjEFfc9N88HL8Ecl2BeAUnzSgs_5K4_PUuit4cn0/edit?usp=sharing</a></p> <p>Members in multiple states-policy-</p> <p>Pilot Program BCHW  Mainspring agreement – program of work review  Video</p>
Adjourn		Next meeting date February 27, 2018.

**Public Lands Advisor Report – Randy Rasmussen**

Spent past week with NBM Steve McClintock of in Arizona, who invited my visit and used it as a springboard to reach out to partners. He coordinated 2.5 days of meetings with trail and agency partners. Culminated in my presentation on public land issues before the East Valley chapter, for which Steve is president.

No update on Bikes in the Wilderness Bill (HR 1349) other than coordinating with allies and placing letters-to-the-editor in key newspapers about our opposition. Traveling to DC in mid-February for Hike the Hill (HTH) with allies, where this bill will be a key aspect of our advocacy. BCHA leading the briefing on HR 1349 for HTH participants.

BCHA is going to have its first policy intern, Tyler Lee, a graduate student from Western (State) Colorado University.

**Public Liaison  
Advocacy Partners**

The Advocacy Partnerships program which in the beginning was bring in close to \$ 5000. and over the years IT has dropped to around \$250. Not sure where it at right now This program will also boost are numbers when we have to do work in DC.

Had conference call with committee member Jim McGarvey, Mike McGlenn on January 10th. Much of the discussion was around the Advocacy Partnerships program.

1. Update are registration form
2. Update web -site, make getting to the Advocacy Partnerships program easier
- 3 list out benefit for being a partner, different levels. At different price points?
4. Target like-minded organization for the program and get them to sign on.

Working on evaluating partners TWS, AHC, CHA, 21st.

I have also gotten a list from Randy of organizations to look into. If anyone else has a organizations or like mind group Let me know

Committee will meet again in mid. Feb.

Last week I was at a WPLI. strategies meeting host by The Wilderness Society, Wyoming Wilderness Association, The PEW Charitable Trust.

I got a chance to visit with the PEW representative Officer of Public Lands. The Pew representative was very interested in the work BCHA is doing and has done on Wilderness issues. She did say PEW had funding for wilderness issues that both organizations are interested in. I will be following up in the next couple weeks.

## Fundraising Report:

2017

Row Labels	# donations	Total \$ Donated
BCHA Spur	196	15710
BCHA Spur - Bronze Spur: \$100.00	119	12151
BCHA Spur - Bronze Spur: \$120.00	1	120
BCHA Spur - Bronze Spur: \$125.00	1	125
BCHA Spur - Bronze Spur: \$200.00+	1	211.99
BCHA Spur - Copper Spur: \$50.00	103	5050
BCHA Spur - Copper Spur: \$60.00	1	60
BCHA Spur - Copper Spur: \$75.00	2	150
BCHA Spur - Copper Spur: \$90.00	1	90
BCHA Spur - Gold Spur: \$1,000.00	1	1000
BCHA Spur - Platinum Spur: \$5,000.00	1	5000
BCHA Spur - Ruby Spur: \$500.00	12	6000
BCHA Spur - Silver Spur: \$250.00	33	8350
BCHA Spur - Silver Spur: \$300.00	1	300
BCHA Spur - Spur: \$10.00	5	50
BCHA Spur - Spur: \$15.00	2	30
BCHA Spur - Spur: \$20.00	1	20
BCHA Spur - Spur: \$25.00	138	3470
BCHA Spur - Spur: \$30.00	1	30
BCHA Spur - Spur: \$35.00	1	35
BCHA Spur - Spur: \$40.00	1	40
The General Fund	13	1050
Trails Forever Fund	578	10485
Trails Forever Fund - Double Me Up!: \$10.00	4	40
Trails Forever Fund - Pacesetter!: \$60.00	3	180

USA Today Ad Fund	1	500
<b>Grand Total</b>	<b>1235</b>	<b>71372.99</b>

2018

Row Labels	# donations	Total \$ Donated
BCHA Spur	64	7090
BCHA Spur - Bronze Spur: \$100.00	3	300
BCHA Spur - Copper Spur: \$50.00	3	150
BCHA Spur - Silver Spur: \$250.00	1	250
BCHA Spur - Spur: \$25.00	4	110
SPUR	1	1000
Trails Forever Fund	5	215
<b>Grand Total</b>	<b>85</b>	<b>9115</b>

### Rose Bowl Funding:

I was asked for more info on dollars to carry out this project. That could vary widely depending on how much you want to cover. I am going to assume 6 packstrings of 5 hd each a packer and maybe one out rider for each string?.

Stall fees 7hd x6 = 42 hd	\$1200
Travel??? wild guess @ \$.50/mile	\$4000
Manties from states w/logos 12 @ 100	\$1200
Flowers ??? 12	\$ 800
Camping/ hookups 200 x 10	\$2000
Misc	\$ 800
Total / ballpark	\$10000

This off the top of my recollection. We, Mid valley Unit last year raised over \$23000 just from a local fundraiser and we spent that all on the 23 riders paying all expenses. Can we assume that the chosen riders will cover some of their own expenses? ie: tack, food, misc? I'm sure there will be support from local chapters that will offset some of these expenses.

We will have to undergo a selection process to make sure all are parade worthy, pictures, background checks (they might assume some bad guys from the back country) This all part of an extensive application process. If we get more bodies interested than we have room for, then we will develop a process to select the best participants.

Erica I see the E mail forwarded to me from Ginny in regards to the Rose Parade Participation. I do not have this project in Media & Marketing budget. With limited funding there are better projects that would benefit our organization and out reach.

A better way to fund this would be a local campaign from the States that are participating.

I have re-added a budget item to Media & Marketing that was on previously. Limited funding choices have to be made and the most bang for our buck is the short video I have in the Media & marketing line now.

Also this year local TV network cut out all the horse parts of the parade due to time constraints. I guess what influences the decision more is the the Rose Parade article on the Web site received only 210 views the whole year.

## Trailmeister Proposal

Hello,

My name is Robert Eversole, I'm a member of BCHW, national equine clinician, author, and owner of [TrailMeister.com](http://TrailMeister.com). I help America's 7.8 million trail riding horse owners get out of the arena and onto the trails through my national clinics, numerous print magazine columns, and [TrailMeister.com](http://TrailMeister.com) - where the focus is on trail safety and camping with horses.

For 2018, I'm producing a series of 37 video, web, and print publications titled "TrailMeister DIY – LQ Trailer" where we'll help horse owners create a comfortable trailhead horse camping and traveling experience by detailing how to create a DIY living quarters trailer. We'll visit manufacturer's facilities, talk with experts and discuss the project with other DIYers as I take a trailer shell and transform it into a safe, usable space for horse hauling and camping. Back Country Horsemen of America should be a part of this project.

For Back Country Horsemen of America the message will be that you support safety, and keeping trails open, which is definitely something that you do. My followers could benefit from learning about you. During my clinics, I'm constantly asked about trails advocacy. I'd love to be able to say *Back Country Horsemen of America* as opposed to "find a local advocacy group." Hopefully you feel the same.

Can horse owners and trail riders across the nation count on your support for this project? My email address is [Robert@TrailMeister.com](mailto:Robert@TrailMeister.com) and my direct phone# is [513-374-9021](tel:513-374-9021).

Below you'll find information about the project, myself, and TrailMeister.

The Presenting Sponsor package would be the one most applicable to Back Country Horsemen of America. - <https://www.trailmeister.com/trailmeister-builds-trailer-project/>

### **Presenting Sponsor –**

- Each of the 37 segments will begin and end with "Presented by Back Country Horsemen of America"
- Presenter branding of entire project in all associated video, web and print publications and premier 12"x12" logo placement on trailer.
- Banner ad on all TrailMeister video web pages.
- Distribute Back Country Horsemen of America literature during TrailMeister equine camping clinics in 2018.
- Your Investment: \$4,975

If the 10 million US horse owners are in your marketing plans we should talk. Please let me know your thoughts.

My email address is [Robert@TrailMeister.com](mailto:Robert@TrailMeister.com) and my direct # is [513-374-9021](tel:513-374-9021).

### **Information on TrailMeister and our successes:**

TrailMeister provides horse owners across the nation with the information to make their dreams of trail riding and camping with horses a reality. We are America's respected authority on trail riding and camping with equines through our web site ([www.trailmeister.com](http://www.trailmeister.com)), our acclaimed national expo clinics, numerous print publication columns, a robust social media presence, and our video series.

### **Web Data:**

- [TrailMeister.com](http://TrailMeister.com) is the world's largest guide to horse camps and trails.
- [TrailMeister.com](http://TrailMeister.com) touches about 7,000 people a day.
- TrailMeister's online newsletter touches about 22,205 subscribers monthly.

**Print Data:**

- TrailMeister has monthly print columns in 8 magazines, distributed coast to coast to over 70,000 equine enthusiasts each month.

**Expo / Clinic Data:**

- I am a featured clinician at equine expos and events around the nation. For 2018 we have 51 Clinics scheduled in 6 states and 9 Expos. Events are listed on the web at <https://www.trailmeister.com/speaking/>

Please let me know your thoughts.

My email address is [Robert@TrailMeister.com](mailto:Robert@TrailMeister.com) and my direct # is [513-374-9021](tel:513-374-9021).

**Committee Chair Report**

**January 16, 2018**

Attendees: Freddy Dunn, Mack Long, Steve Lindsey, Larry Zauberis, Craig Allen, Barry Reiswig, Ginny Grulke, Darrell Wallace, Jim Allen, Mark Himmel, Yvette Rollins, Sherry Copeland, Joan Lattmer guest NM.

**Action items:**

Action 1: Erica, Mark and Freddy need to review the membership brochure.

Action 2: Erica to get photo and info out to states regarding booth.

Action 3: Update action plans.

Action 4: Email to go out on Friday-committee members with request need to get them to Erica by Friday morning ET.

Action item 5: Members only site, Email list. Short list to complete, smaller list.

Action item 6: Reminder by Sherry to review budgets.

**Education - Mack Long**

PBS will be doing a story. It takes 1.5 years to film and put together a bigger view of public land. BCHA and partners will be featured. Cost will be minimal. It will be part of 2018-2019 filming budget. Work with Lifelight network for back country rescue. 3-6 minute video.

**Volunteer Hours - Larry Zauberis**

Erica will help identify the volunteer hours person for each state. Three states, MO, OR, WA have submitted volunteer hours reports. Deadline March 1.

Sub committee, **Awards** - Mary K will not be able to attend the National Board Meeting. Larry will reach out to find a lead person for the awards program.

Darrell Wallace reminded that we need governing policy changes from standing committees. Please email Darrell either way (changes or no changes.)

**Foundation - Craig Allen**

December 19, draft of process for the Foundation, to consider placing in the governing policies. No comments have been received. The email/request will be resent to Mylon.

**Marketing and Media-Mark Himmel**

New website will be ready this week. Chapter locator has been uploaded. Many people are going to chapter locator (150 searches in past 6 days.) Over the holidays we hit 33,000 people. Asking for photos on instagram. On the website home page, you can click on the social media links for photos.Update of guidebook is being edited. Should have it done by the end of February. Options of marketing, magazine or Trailmeister. Mr. Ebersol has better reach than three of the magazines

than we looked at. Mr. Ebersol offered sponsorship of upcoming video series. Recommendation to the Executive Committee to pursue. EC approved. \$4975.

**Ad Hoc Membership Call - Darrell Wallace**

Tomorrow will be our first membership conference call. Yvette has been making calls. Resources have been posted to the members only site.

**Vision Committee - Yvette Rollins**

Reached out to a few of the members. Reviewed the report from 2016 NBM.

**National Public Lands-Jim**

Good attendance on the call in January. Participation was limited to the usual few. HR1349, slid through committee, waiting for it to hit the house floor. Anticipating that it is not going to give us enough notice. Bill may be bundled with many other bills. Discussed who we are partnered with. Need opeds in newspapers, encouraged people to write after communicating with Randy on talking points. Federal Land Transfer - not moving at this time.

Agenda for public lands workshop, steering away from top agency speakers. Looking for ideas. What the public lands committees can use to take home with them that can help them with issues in their states. May break into groups, regional, how to define issues and determine actions that can be taken. USFS talking about changing their blasting policy, outsourcing. Forest management and forest health separate from disaster funding. Monitoring at this time. Next call in February. Sherry and Barry will be working on ½ day of presentations.

**State Public Lands - Sherry Copeland**

Scheduled call (using YM/members site) Received info from BHA how they track state issues by state.

**Expansion Committee - Steve Lindsey**

Texas Equestrian Trail Riders Association, renewed contact. Affiliate membership. Need list of TX members. Contact in Nebraska. Wisconsin Heidi working to get set up.

**Nominating Committee - Steve Lindsey**

Did not see announcement for nominations on webpage. It did go out in email. Looking for nominations in early February.

**Trails Forever Fund-Ginny Grulke**

\$12,500 goal for TFF for 2018. Mark is attending the fundraising committee meetings. 2018 to support a 3-5 minute video utilized to get people donate. May want to consider Trailmeister. Insert for TFF for membership brochure created. Part of communications plan for once a month. Not always ask for money, but send a story. Chapters feel advocacy is important this year. Would like to see a chapter challenge. Steve McClintock budget item renew Crescendo. Steve is looking for another person to go to the conference.

**Public Liaison - No report**

**Treasurer - Sherry Copeland**

Income exceeded our expectations, by \$20,000.



1409 Lincoln, Concordia, LS 66901  
1/15/2018

785-259-4712

RE: Mentorship and Restoration of State BCHA

Dear Committee Member:

At the 2017 National Board Meeting the Expansion Committee and the Education Committee were directed to develop a mentorship and restoration program for state BCHA groups. Many of the newly formed state chapters and even established state chapters lose their focus and some even fall by the wayside. Oklahoma is an example. Mississippi, Illinois, South Carolina and West Virginia serve as examples. I have taken some time to consider how we might get a system working.

The Expansion Committee has performed well in finding leadership and developing that leadership into forming state BCHA organizations. Where we have had a significant disconnect is after a state is accepted at the National Board Meeting. The Expansion Committee moves on to other state programs and the newly formed state organization often flounders. States like Iowa have really blossomed but Mississippi is on hard times. Established states, Illinois, an example, has lost its luster and is on the verge of disbanding. We need to develop a means to assist, mentor and stimulate these states after they are organized and when their membership falls drastically, a sure sign of poor health.

After speaking with some of the seasoned members of BCHA, I would propose a possible solution. The Education Committee form a Mentor Group of strong, competent leaders. Perhaps two groups: one to work with fledgling states trying to complete organizations, and, another to identify and assist struggling established state organizations. The Expansion Committee would transition the new state leaders to the Mentor Group with names, email addresses, and phone contacts, so that Mentor Group can assist with organizational skills and programs. The Mentor Group would be familiar with state By-Laws, election procedures, membership drives, grants and funding. It may be possible to enlist strong BCHA members in adjacent states who could add a more personal touch by actually making personal appearances.

A similar approach could be made on failing established state organizations. We, BCHA, simply need to take a more active role in developing our struggling states. We have grown significantly over the past few years, perhaps further and faster than our founders ever imagined. We now need to take care that we "*Leave No State Behind*".

In an effort to keep mentoring and program development in the forefront of the national organization, I would suggest that a relay between the Expansion Committee and the Education Committee be directed



through the Vice Chairman of BCHA. This would keep all development activities in front of the Executive Committee and use the Vice Chairman to prevent any state being "*left behind*". This would also assist directly in the event that any funding would become necessary and give a direct pathway to the Executive Committee, and impress upon state leadership the importance that BCHA puts on their development.

01/09/2018  
Steve Lindsey  
Expansion Committee Chairman  
ht

CC All Committee Member and Vice Chairman