



BCHA
Executive Committee Agenda
Tuesday, July 24, 2018
8 – 9 PM ET
VIA Conference Call: 712-770-5216, 471409

Members attending: Freddy Dunn, Don Saner, Ginny Grulke, Darrell Wallace, Sherry Copeland, Becki Krueger, Yvette Rollins, Mark Himmel, Mike McGlenn

Staff: Erica Fearn, Randy Rasmussen

Members absent: Darrell Wallace, Becki Krueger

Actions taken:

- ✓ Motion to approve the consent agenda. APPROVED.
- ✓ Motion to approve the consent agenda reports. APPROVED.
- ✓ Motion to receive and file the financial reports. APPROVED.
- ✓ Motion to accept the Media & Marketing Report. APPROVED.
- ✓ On vote of 5 to 2, to pursue the debtor noted in the financial reports account receivable. APPROVED.
- ✓ By consensus: Policy change, commission is not paid until advertisement contract is paid. APPROVED.
- ✓ By consensus: To report Legacy Fund donations as “Other Income” on the balance sheet. APPROVED.

Actions items:

- BCHA Style Guide/Branding Guidelines – need to create
- Pursue debtor.
- Create form for public lands contacts – Randy Rasmussen will draft.
- National Equestrian Trails Conference (NETC) and BCHA’s role

Topic	Accountable	Topic & Outstanding Actions
Welcome	Freddy Dunn	Changes & additions to the agenda <ul style="list-style-type: none"> • Cabela’s reality TV series • Media & Marketing Report • LNT Information • Wisconsin Review consent agenda
	Freddy Dunn	Consent agenda: Minutes of the June meeting Leadership Reports: <ul style="list-style-type: none"> • Public Lands & Recreation Report • Headquarters Report • Donation Report

		<ul style="list-style-type: none"> • Advocacy Partner program, application, flyer, thank you letter
Finance	Sherry Copeland	<p>Financial reports April –June, 2018. Policy change, commission is not paid until advertisement contract is paid. When we receive a legacy donation, it will be noted on the financials, not as part of operating funds.</p>
Strategic Agenda	Freddy Dunn	<p>Public Lands Committee Update Thoughts on what our Public Lands Committee should be doing. We thought we should have a proactive committee. Ask for a list of all the states and contacts that they are working with. Need an inventory of committee members to see what their expertise is. A committee meeting is scheduled for August 1.</p> <p>LNT Survey regarding horse manure on trails. Craig Allen has reached out to LNT and is waiting for a response.</p> <p>AirMedCare Network Sponsorship \$1,000 – celebration! New member benefit.</p> <p>Wisconsin – Sherry provided an update. We need to assist leadership in helping them succeed.</p> <p>Cabela's - Heidi H. (WI) suggested asking Cabela's to create a reality show, part of which would be BCHA out on the trail fixing an issue. Draft proposal has Cabela's financing project and BCHA providing volunteers and locations. EC recommended that we start Cabela's relationship with a smaller ask. Reality show a good long term concept.</p> <p>Backcountry Hunters and Anglers- Mike is in contact with.</p> <p>One presidents call this week, Wednesday night.</p>
Old Business		<p>NETC Funding – no new information and questions have not been answered. Add to agenda for the next meeting.</p>
Adjourn		Next meeting date August 28, 8 PM ET via conference call.

Public Lands & Recreation Update

Worked with the Following BCHA States

BCH Arizona

Drafted letter to for use by BCH AZ to Senator Jeff Flake, asking that he oppose and not co-sponsor S.2877, the bikes in Wilderness bill. Senator Flake was a co-sponsor of a similar bill two years ago.

BCH Oregon

Central Cascades Wilderness Strategy Plan and EA: Conducted negotiations with BCHO president and forest supervisors of the both the Willamette and Deschutes national forests in an attempt to minimize proposed restrictions on visitors to five Central Cascades wilderness areas, even though use of pack and saddle stock was not identified as contributing to the current problems of overuse, etc. Researched and documented the benefits of BCHA/BCHO submitting a “pre-decisional objection” in order to establish a position/presence during the inevitable negotiations that will accompany the agency’s decision.

Oregon Caves National Monument and Preserve Management Plan and EA: In concert with BCHO president and local (Sourdough) chapter, submitted detailed public comment letter regarding the draft plan, which proposes six new restrictions on equestrian use in the absence of data showing that equestrian use is a problem. Performed in-depth research of NPS policies and conducted discussions with the National Park Service superintendent in an attempt to understand staff’s apparent bias against equestrian use. Initiated discussions with a U.S. senator’s office who understands our concerns.

Worked with the Following Partners

Participated in discussions and conference calls with the following BCHA partners:

American Trails

BCHA is playing an important role among an emerging coalition, “Trails Move People.” The coalition is comprised of motorized and non-motorized trail organizations. Its goal is to amplify the voice of the national trails community while drawing corporate sponsorship to develop and implement a trails research institute and government relations strategy to provide data/information on the importance of trails.

“Backcountry MOU” partnership

Participated in discussions with partners, including the **Appalachian Trail Conservancy**, **The Wilderness Society** and the **International Mountain Bicycling Association** about the prospect of a wide-ranging recreational organization MOU, which would attempt to define roles, responsibilities and expectations for working on wilderness-related and other national issues.

National Wilderness Stewardship Alliance

Participated in monthly call of NWSA’s **board of directors**, on which Randy represents BCHA.

Partnership for the National Trail System

Continued to play an important role among PNTS' **Advocacy and Policy Committee**, which holds monthly calls. This month, Randy provided updates on the bikes-in-Wilderness bills.

Developed a BCHA action alert asking BCH officers to contact their member of Congress to oppose damaging amendments to the **Land & Water Conservation Fund** (LWCF) proposed as part of the Fiscal Year 2019 Appropriations bill for the Department of Interior (and related agencies). The amendments were defeated, with a bipartisan 237 votes in the House of Representatives opposing the amendments.

American Endurance Ride Conference, Equestrian Legacy Conservation Resource, and American Horse Council

Held discussions regarding a potential "Horse Caucus" to coincide with the 2019 **International Trails Symposium** (Syracuse, NY, April 2019). Discussed also ways to lend support to the November 2018 multi-use trails conference to be convened by the **Arizona Horse Council**.

U.S. Forest Service

Had in-depth conversation with the Southeast regional coordinator (R8) for Volunteers and Partnerships, Michelle Mitchell, who will soon hold that role in the Pacific Northwest region (R6).

Conducted negotiations with **Forest Supervisors for the Willamette and Deschutes national forests** (see Central Cascades Wilderness Strategy, above).

National Park Service

Initiated dialogue with the **superintendent of Oregon Caves National Monument and Preserve** (see above).

Headquarters report:

- Donor support
 - Thank you notes written and mailed, list of donors sent to Chairman weekly
 - Chapter Challenge thank you and donor icon created
- Communications
 - Interviewed and hired an intern for fall 2018
 - Kayla Fearn has been working on design for the members e-news.
 - Articles have been collected.
 - Added content to the Presidents' Call notices that state presidents, vice presidents and national board members receive.
 - Complimentary newsletter list has been updated by Randy Rasmussen and will be added to YourMembership™
- Assisted education, advocacy partner committees
- Financial
 - New financial staff for BCHA – Teresa has been working diligently with the treasurer
 - Landon Fearn and Chris O'Sullivan process donation payments

- Policy Manual
 - Chris O’Sullivan has been looking through old files to collect all the resolutions and policies and create one document for them to reside
- Employee Handbook
 - Draft handbook created. Low priority.

Fundraising Report*

	March 2018	April 2018	May 2018	June 2018
Trails Forever Fund				
Number of Donors	53	52	53	59
Amount of Donations	\$695	\$660	\$695	\$915
Spur Fund				
Number of Donors	20	4	8	35
Amount of Donations	\$2155	\$180	\$805	\$2903

*The fundraising report is from the YM database; it will not match the financial report due to the timing of funds being deposited.

Media & Marketing, Mark Himmel

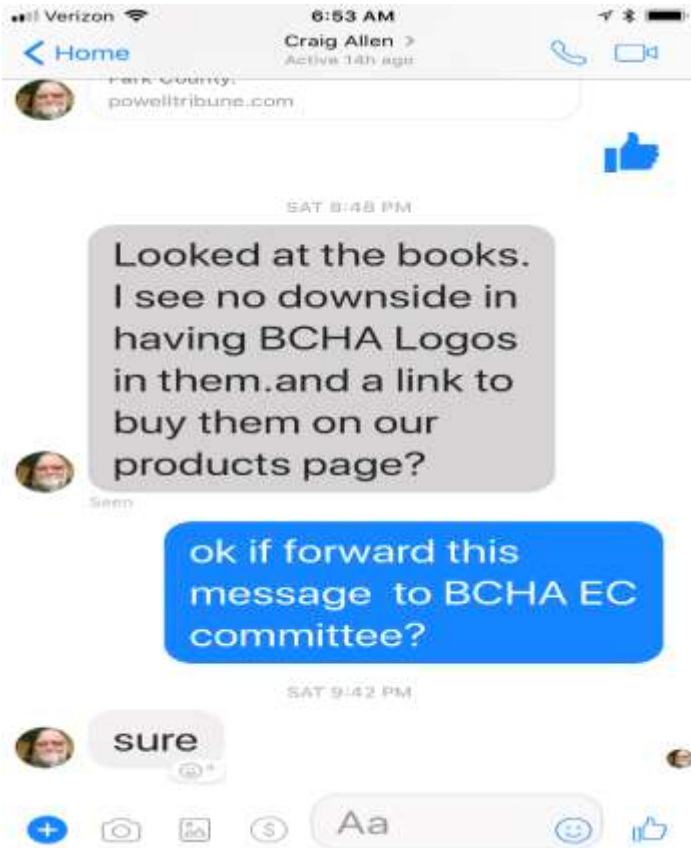
Children’s book author Liz Hughey has requested to use the BCHA logo on the inside cover of her Children’s books. Liz has two books out and I have read both, I find them well written and well detailed in the packing aspect. Her third book is due out in September.

There is no charge to BCHA. Liz has requested access to our Newsletter, I mentioned to Liz that we normally charge for advertising. Liz offered to write for BCHA in lieu of money. Media & Marketing could use a writer to help us with the articles we are submitting to other publications.

Below are endorsements of the book

Kelli Rohloff

Love the Liz Hughey books, educational yet easy for young readers to understand and read. I definitely think BCHA should indorse them. Seems like a great way to reach young horse families as potential new members!



Media & Marketing working with Volunteer committee on volunteer hrs app. We have been experimenting with Track it Forward app & a program Marty Devall has been using in Oregon. Submitted the first monthly article to Sport & Trail magazine and working on second article.