

## BLUE RIBBON EQUESTRIAN PANEL MEETING REPORT – Updated 7/16/18

Meeting: Sunday, July 8, 2018, 4:00 – 5:30 pm, Alder Creek Adventure Center

Attending: Karen Aaron, Nan Carnal, Sue Crum, Kamy Goldfarb, Nan Meek, Susan Terrell

### CURRENT STATUS

1. Nan presented the panel's preliminary report at the June 22 Board of Directors meeting
  - a. URL is <http://www.tahoedonner.com/members/governance/board-meetings/>
  - b. Scroll to June 22 meeting paragraph and click on "Watch Recorded Video"
  - c. Equestrian report is at approximately 2 pm
2. The Blue Ribbon Equestrian Panel will continue through the end of the 2019 season to complete analyses, reports and implement further changes next summer
3. There will be an equestrian component to the newly formed GPC task force for the ACAC Amenity Master Plan; Nan will be involved and provide further info as the task force is organized
4. The purpose of today's meeting is to assign next steps for benchmarking and signage needs, as well as other topics members wish to address

### DISCUSSION: CHALLENGES AND OPPORTUNITIES

1. Boarding is down, and the reasons that previous boarders have left and not returned was discussed:
  - a. No barn, so no enclosed stalls for horses accustomed to this type of boarding during the rest of the year. This also excludes some potential new boarders whose horses are not sufficiently "outdoorsy" to adapt to the covered pipe paddocks.
  - b. Past oversight issues such as one boarder who had no water available after returning from a long ride; another boarder's horse was injured and the owner was not notified by staff (assumption that staff didn't notice, not that staff didn't care).
  - c. Concern over lack of continuous on-site supervision from 5-8 pm, the period between when staff goes off duty and the night caretaker goes on duty.
2. Other reasons for boarding being down:
  - a. Lack of awareness that TD has an equestrian center
  - b. Lack of visibility/awareness of offerings available at TDEC
  - c. Overall lack of awareness and need to publicize/promote what TD has to offer
3. TDEC has a lot to offer, but can't be all things to all equestrians

### NEXT STEPS TOWARD FINAL REPORT FOR 2018 SEASON

1. Benchmarking
  - a. Prior to the meeting, Sue Anderson provided initial input to benchmarking
  - b. Kamy will create the benchmarking spreadsheet and send this to meeting attendees for contact assignments
  - c. Kamy, Karen and Susan T will volunteer for the facilities they wish to contact.
  - d. Nan C will contact the remaining facilities.
  - e. Nan M will ID other facilities in resort locations similar to Truckee/Tahoe
  - f. Input to the spreadsheet is due between now and July 23; please email to the meeting attendees.
2. Signage needs
  - a. Susan T, Karen, and Sue C will identify locations and signage requirements; please email this to the group listed above.
3. TD Equestrian Club

- a. Sue C will build a Facebook page for the Club to use to create more connection among members and attract new members and/or EC users. Name to be "Tahoe Donner Equestrian Club" or as close as possible to this.
  - b. The Equestrian Club is sponsoring two movie nights this summer:
    - i. July 27 Double Feature at 6:30 pm, Northwoods Clubhouse
      - 1. "Spirit, Riding Free – Lucky and the Treacherous Trail" – 24 minutes
      - 2. Intermission - Equestrian Club sponsored drawing for kids' prizes
      - 3. "Spirit, Riding Free – Lucky and the Rough Ride" – 26 minutes
    - ii. Aug.10 Double Feature at 6:30 pm, Northwoods Clubhouse
      - 1. "Free Rein – Pony Camp" – 26 minutes
      - 2. Intermission - Equestrian Club sponsored drawing for kids' prizes
      - 3. "Free Rein – The Sleepover" 26 minutes + "Horse Thief Hero" (First 2 mins. only)
4. Member Participation and Revenue Growth
- a. Mommy & Me/Daddy & Me/Grandma or Grandpa & Me for under age 7
    - i. Kamy will research and report back on facilities that do this
    - ii. Call this "Family Horsemanship Camp"?
  - b. Horse camping variation at TD with boarding + camping or renting at TD
    - i. Sue C will research and report back on competition
    - ii. Sue C will forward URL of FB poster who reviews horse camping locations
  - c. Cowboy dressage clinic
    - i. Prior to this meeting, Sue Anderson provided a proposal
    - ii. Nan will follow up with Krystal Rae and Miguel re logistical questions and feasibility to do this later this summer
  - d. Poker ride
    - i. For next year; likely needs to be a simple version as these are a lot of work to organize; likely needs to be a club activity
  - e. Leasing variations
    - i. Summer lease (full or shared lease) of non-TD herd horse
      - 1. To provide summer-only resident members with a horse to ride at will, which could address an unmet member need
      - 2. Further work needed on definition or program, size of potential audience, pros/cons, costs and potential for TD income
5. Expense Reduction
- a. Manure disposal
    - i. Karen will re-contact the church that was interested in manure for community garden, and report back on status
    - ii. Continue to look for options to current hauling expenses
6. Financial Analyses
- a. Nan M will lead a deeper dive into revenue and expense scenarios, with help from GPC task force members and others who have volunteered to help. Nan C volunteered to help with this.

Meetings will continue to be held as working sessions: individually, in small groups, and via phone calls and conference calls.