

MEETING MINUTES

Meeting Date: February 26, 2025

Meeting Time: 8:00pm EST

Meeting Location: Virtual

Meeting Attendees: Kimberly, Karen, Hailey, Steph, Christina

Meeting Regrets: Jasmine

This meeting was called to order at 8:10pm. EST.

Agenda Review / Additions

Main Discussion Topics and Action Items

1. Horse Updates

- Crackers – Follow-up appointment scheduled to check for infection and proper healing after tooth removal.
- Journey – Suspected ulcers; treatment to begin soon.
- Charm – No bean was present
- Adoptions – Adoption rates have slowed.
- Intakes:
 - Keeper – Awaiting transportation.
 - New arrivals – 6-year-old mare and 20-year-old gelding.
 - Housing plan – Both will initially be stalled; the gelding can transition to 24/7 outdoor living.
- Lucky Place (Monica) – Vet missed a pregnancy; mare foaled a stillborn.
 - Mare's condition – Healthy with no ongoing health concerns or complications.
- Foster Program – Need to improve monitoring and updates from foster caregivers.
- Marketability – Updates needed for sponsors and the public.

2. Maritimes Update

- New Intake
 - Poor condition - proper teeth care and weight
- Equine review
 - Volunteers set in place
- Track collabs for the spring
- Dave - still available

3. Financial Review

- 95% of funds left is Crackers
 - Time to fundraise
- Deficit \$1300+
- Foster care funds to be covered
- Immediate Need for Fundraising – Critical to raise funds through events and horse adoptions/movements.
- New Intakes on Hold – No new horses until financial stability improves.
- Raffle Box – Awaiting AgCo documents, hoping for an April launch.
 - Hope to offset foster costs (~\$2000)
- Western Fair Donation – Expected to provide some financial relief.
- Fundraising Strategies – Exploring multiple efforts to offset costs.

4. Marketing Plans/Strategy

- Increased Promotion Needed – More frequent posts about available horses.
- Key Focus – Posting horses for adoption to facilitate movement.
- Platforms – Utilize TikTok, Instagram, and other marketing channels.
- Potential Volunteer Role – Consider assigning a volunteer to handle marketing and social media.

5. Current Challenges or Issues

- Postal Delays – Consider alternative shipping options instead of relying solely on Kimberly.
- Fundraising Coordinator Needed – Seek a dedicated person to focus on fundraising efforts.
- Staffing Changes – Karen will step down once a replacement is found.
- Operational Slowdown – Possible temporary slowdown to catch up on finances and workload.
- Transport Costs – Reinforce that owners are responsible for paying to transport track horses to the facility (excluding rescue situations).

6. New Board Member

- New Appointment – Christina motioned for Shyanne to join the board, Karen seconded, and the motion was unanimously approved.

7. Potential Shift

- New Position – Virtual role to support the entire organization.
- Key Responsibilities:
 - Managing raffles and securing sponsors.
- Steph's Role in Ontario:
 - Focus on marketing, trainer's challenge, and rider sponsorships.
 - Gain access to the adoptions email for better communication.
 - Collect and share success stories from adopters.
 - Increase outreach efforts to showcase the program's impact.

8. Planning for 2025

- Strategic Plan & Goals – All members to review and prepare for discussion in March.
- Round Table Session – March meeting will focus on individual member goals and areas for improvement.
- Kawartha Downs Opportunity – Tack shop vendor bringing a trailer every Saturday in the backstretch.
 - Potential for marketing exposure at the location.

Meeting adjourned 9:10pm.