

Meeting Minutes March 30, 2006

Cattaraugus County Equestrian Advisory Committee

(Revisions May 24, 2006)

In Attendance:

Advisory Committee; Allan Gerstung, Charlene Aronson, Lenny Brainard, Tony Orsini, Bob Pfohl, Leah Leising, Annet Taapken, Jim Toner, Jim Leising, Annie Widger, Veronica Weber, Sharon Nolan, General Attendance;

Scott Miller, Mary Beth Jenchtrach, Janet Pfohl, Peggy Sue Pursell, Judy Dalton, Becky Smith, Steven Lord, Terry Martin, Don Nolan

Review February Meeting Agenda:

Minutes: Approved with 2 additions; Website & Equine law update (per Leah Leising)

Chairman Allan Gerstung talked about committee rules and appointment of Committee members by Legislature. This also included rules and conduct of Committee.

Define Group:

Equine promotion, Equine Awareness, Liability, Event promotion in all forms, Equine business promotion, Get kids involved with horses (rehab), Have kids learn about what goes into horses; (upkeep, health, education, events) Trail network, Supporting existing businesses, County equine center, Vet services, Farriers, Tack shops, and Communication and Cooperation with the fairgrounds.

Standard Registration Form and Data Collection:

Everybody received a registration form for them to get their business listed on the county equine website.

Determining the economic impact from equine events and activities will come from collecting data on the events. The economic impact analysis from these events will help the advisory committee secure resources to improve the equestrian infrastructure in the county.

Some concerns were voiced with giving out certain data.

Liability Law-update:

The Cattaraugus County Legislature supports the ♦inherent risk♦ legislation put forth by NYS Senator Catharine Young.

Website-update:

Be sure to check out www.cattco.org/equestrian. This website was added to present all the activities of the advisory committee. There will also be information on events, trails, and resources. Links to www.enchantedmountains.info will also be there for event promotion.

Executive Committee:

The idea of creating an executive committee was floated around in case there was not enough advisory members present for a vote that required immediate attention.

This motion was tabled until the advisory committee has all other operating procedures in place.

Mission Statement:

Encourage and promote all equestrian types and disciplines in the enchanted mountain region

Goals / Purpose of Committee:

1. Prepare a comprehensive equestrian development plan for future equestrian economic growth in Cattaraugus County. (Refer to Guidebook # 8)
2. Grow equine stakeholders capital, and equine related businesses by: offering business outreach, technical assistance, business planning, and revolving loan funds.
3. Promote all Equestrian types and disciplines to surrounding areas by offering quality facilities and quality experiences.
4. Support efforts for riding trails, indoor and outdoor arenas, and mix-use trails.
5. Promote equestrian advocacy issues including liability, economic impact, education, and outreach

Subcommittee:

Trails Committee

Len Brainard, Steven Lord, Tony Orsini, Judy Dalton, Veronica Weber, Janet Pfohl, Jim Leising

1. Gain right-of-way access to existing trails
2. Grow network of trails one section at a time
3. Connect trails from private lands to state lands
4. Insurance issues on private lands, and increasing access to private lands
5. Promote stewardship of land, leave trails as you find them
6. Teach safety courses to children and adults
7. Mandatory club membership (like snowmobile for liability issues)

Competition/Events/Education Committee

Peggy Sue Pursell, Charlene Aronson, Sharon Nolan, Don Nolan

1. Compile a list of equine facilities that can host competitions or events and promote said facilities to equine groups.
2. Promote all countywide equestrian events, competitions, and businesses
3. Conduct equine outreach through education, advocacy, and event promotion
4. Work to remove liability barriers that are keeping event attendance low
5. Development of Equestrian Center

Marketing/Tourism/Website/Brochure Committee

Annie Widger, Becky Smith, Jim Toner

1. Define target markets
2. Advertise all businesses, events, competitions, and trails across multiple media outlets.
3. Create an equine services directory.
4. Release 📢press releases📢 throughout the year on equine related activities

Advocacy Committee

Bob Pfohl, Leah Leising, Annet Taapken

1. Inherent risk/liability
2. Advocate for equestrian education
3. Keep legislature and other lawmakers aware of equine issues that prevent equine economic growth.
4. Work with other equestrian groups to promote current issues.
5. Sales tax on equine services, work to remove

minutes prepared by; Annet Taapken and Scott Miller

[About the Equestrian Committee](#) [Contact](#)

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