

Cattaraugus County Equestrian Advisory Committee

Meeting Minutes February 21, 2007

Prepared by Scott Miller 2/26//07

In Attendance:

Advisory Committee; Allan Gerstung, Lenny Brainard, Leah Leising, Jim Leising, Veronica Weber, Tony Orsini, Mary Beth Trenchard, Annie Widger, Charlene Aronson, Tom Livak,

General Attendance;

Scott Miller, Becky Smith, Ainsley Smith, Bill Sprague

Absent Committee Members; Lori Northrup, Sharon Nolan, Teri Parker, Annet Taapken, Bob Pfohl, Jim Toner, Jim Little, JoAnne Young

Agenda Review;

1. Review July and May meeting minutes and approve;

The meeting minutes from the January 18th meeting were reviewed, and approved.

2. Subcommittee Chair Updates;

Advocacy Committee Update- by Leah Leising

Read a letter written by Annie Widger to the NYSHC regarding gaining publicity for Inherent Risk issues. Annie proposed the idea of organizing a ride for inherent risk. This would be a statewide effort by equine groups to show support for equine initiatives. NYSHC thought it was a good idea.

Al G. This is a good idea.

Mary Beth T. Lets start a letter writing campaign.

Annie W. We need to get horses publicity, get event info to newspapers. She noticed the "roundup" was not even advertised in Ellicottville. Inherent Risk publicity ride could be a relay ride. We need to get more counties in line with ours who support equines.

Leah L. Distributed Legislature Committee list. Also read from article on Equine Land Trusts and President Bush.

Bill S. Lets try to tie-in any equine publicity with another event. Do a fundraiser of some sorts. Help kids, etc.

Trails Committee Update- by Veronica Weber

Onoville updates referred to in Times Herald should include equine initiatives. Is the county taking equine into account when making decisions regarding the future of Onoville?

Tom L. There will be a marketing study done on Onoville. What promotions, assets, specific marketing of area, image of area. Casino money may be used for study.

Marketing/Tourism/Website/Brochure Committee Update- by Annie Widger

Logo creation and letterhead samples were brought for committee review. The samples were reviewed and voted upon by committee members.

Competition/Events/Education Committee Update- by Charlene Aronson

The events for Catt Co Fair Grounds are set and will be published in Equine Enlightenment. She has also been talking to the Fair ground people regarding upgrading equine facilities. Get 4-H and Cornell Coop involved.

Mary Beth T. Some improvements have been made or proposed. Only one barn remodeled to date.

Al G. A letter from committee might be a good way to start.

Annie W. Tell 4-H and Cornell Coop who we are and offer help.

Charlene A. Have someone from Cornell Coop come to next meeting. Open channels of communication.

3. World Horse Expo;

Tom L. BDC to pay for equine booth rental at Expo. Those going to show will be responsible for their own travel expenses and set-up and take down booth and bring all promotional materials.

Scott M. Gave payment overview of BDC paying for booth out of equine services contract.

Annie W. Will we need a TV and disc player at fair for commercials and such.

Charlene A. We could make big maps for the event showing where we are. What's our focus for the event? Trails/events, etc.

Tom L. Promote County as horse friendly. Need to give something away.

Leah L. We will need to include give-aways or a raffle.

Charlene A. Who will put it all together.

4. Brochure;

Becky S. Reformatting of the lodging options portions of brochure. A grid system was established for businesses to check what services they offer. Some businesses have been slow to respond.

Tony O. We need to make sure all businesses on brochure are legitimate.

Tom L. We can ask for photos of facilities. This will help to legitimize businesses. If the group was to solicit businesses regarding standards then maybe that is good. County not really the police on inclusion into brochure.

Mary Beth T. Asking for copy of business license is one way of weeding out businesses.

Al G. We need to define what we can and cannot do in regards to businesses.

Annie W. Can we get nice maps like the mtn bikers and snowmobiles?

5. Follow-up of old business;

Leah L. A few meetings ago we discussed who to contact and what to do in case of an equine emergency. Did we ever get a disaster plan together? What type of involvement does 911 have. There is an expert who could help train local emergency personal about equines. He will be asked to come to a future meeting.

Charlene A. NYS has some procedures laid out in HHA program.

Annie W. Regarding the equine video RIT may be interested in helping.

Al G. No luck yet with video contact at Houghton College.

Annie W. A vet she contacted has volunteered to be listed on the equine brochure.

Jim L. Has there been any movement with funding for next year. Where did the money for the booth rental come from?

Bill S. Things need to be budgeted. Equine not specifically on list yet.

Tom L. Money slotted for equines from casino money. Not approved or voted upon yet.

Al G. Can we get a summary of expenses for next meeting.

Tom L. We need committees ideas to keep equine going forward.

Al G. A banner, and logo will cost money for show. Who will pay? How will any future monies be spent? If there is money in the future to spend we need a plan to spend it.

Bill S. Thanked everyone on the committee for volunteering their time and what a good job they have been doing.

Veronica W. It would be good to get Catt Co Equine brochures at Equine Affair April 12th to 15th in Ohio. Local people going who may set brochures on table for us.

6. Open discussion;

Leah L. Found a TV show on RFD-TV called "Best of America by Horseback." This show is about riding around the USA. We will send Cattaraugus County information to them about coming here. Do a show about us.

7. Adjournment;

Next meeting is scheduled for Thursday March 29th at 7pm at the Cattaraugus County Building, Little Valley, NY in the 3rd floor Legislative Chambers.