

Cattaraugus County

# Equine Advisory Committee

Al Gerstung, Chairman

Cattaraugus County Equine Advisory Committee Meeting  
Cattaraugus County Legislature  
March 29, 2007  
7:00 pm

## **In Attendance:**

**Advisory Committee:** Allan Gerstung, Lenny Brainard, Jim Leising, Leah Leising, Jim Little, Tom Livak, Sharon Nolan, Jim Toner, Mary Beth Trenchard, Veronica Weber, Annie Widger

## **General Attendance:**

Scott Miller, Becky Smith, Ainsley Smith, Lois Zendarski, April Zendarski, Holly Zendarski, Terry H. Martin, Luke Brainard

**Absent Committee Members:** Charlene Aronson, Gail Hazer, Lori Northrup, Tony Orsini, Teri Parker, Robert Pfohl, JoAnne O. Young

*Reviewed February meeting minutes and approved.*

Al G. explained that we were approved to go to the **World Horse Expo in Syracuse** and gave special thanks to Scott Miller, Tom Livak and Jerry Burrell.

Scott M. replied that it was a great opportunity to showcase Cattaraugus County and our equestrian businesses.

Annie W. explained that there was a letter going out requesting brochures and rack cards to take to the expo from any of our equestrian businesses.

Mary Beth T. mentioned that we have a power point/CD slide show and requested nice equestrian related photos be e-mailed to her to be included in the slide show.

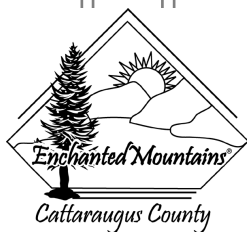
Tom L. asked if we had finalized the **Equestrian Brochure**.

*Al G. asked if there were any objections to authorizing Annie's committee to OK the brochure. No objections.*

## **Subcommittee Chair Updates:**

Advocacy Committee Update by Leah Leising. She said she didn't have much but mentioned it was an uphill climb regarding liability.

Trails Committee Update by Veronica Weber. She said she had been out walking looking for new trails. She and Ainsley had been working on trails.



*Al G. mentioned an attempt to get more people involved. Let everyone know when these work days are and we can pass the word.*

Veronica went on to say that she had been laying out trails that will need to be OK'd by the ranger. May 5<sup>th</sup> is a workday at Pine Hill. Workers will meet at the R & M Restaurant in Randolph at 9 am. They will proceed from there and suggested that workers bring their loppers, gloves, small saws, etc. Saturday, May 19 is a workday at Allegany State Park, on ASP Rt. 2 beginning at 10 am at the Horse Camp.

Marketing/Tourism/Website/Brochure Committee Update by Annie Widger. The stationary has been finalized. We are sending out a press release stating that our group will be attending the Expo.

Tom L. said his department has a media list he would be willing to share and that we could mail out the press release. We could include photos. Should be done 2 weeks prior to event.

### **By-laws and Guidelines for Future Expenditures.**

Scott M. explained that due to lack of participation by committee members and others expressing interest in being part of the committee, we should adopt some by-laws. Unless someone officially resigns, the present members term ends 12/31/07. He explained that Karen Burr, assistant to the Legislature, was willing to assist organize by laws.

Al G. mentioned that we should have guidelines for future expenditures.

Tom L. said the county attorney would be involved.

Al G. offered to contact Karen and the attorney.

### **Miscellaneous Business**

Annie W. asked if there were shirts available to give away at the Expo.

Tom L. said she was welcome to anything we had.

Scott M. said we would have to find someone to fulfill the secretarial duties he has been performing because he was leaving.

Terry M. We're really going to miss you. You've been doing a really good job.

Al G. Select a nominating committee to solicit people who might fulfill duties of secretary.

Scott M. This person will keep the minutes, prepare them and Margaret Puszcz will mail them out. Everyone gets a "hard copy" AND an e-mail.

Tom L. suggested that we continue to use both methods. Our department would cover mailing costs.

Annie W. and Al G. volunteered to be on the nominating committee.

There was some discussion on adding a disclaimer to the brochure saying the County could not be held responsible/did not endorse or that the information was self-reported and visitors should please call and verify.

Tom L. spoke of sustaining a positive image. We need to avoid PR problems. He suggested requiring photos for the website. A picture is worth a thousand words.

Mary Beth T. To be included in the brochure, it would behoove you to provide quality photos and blow your own horn.

Tom L. We want your group to take ownership of this brochure.

There was some discussion on landowner issues and trails.

Terry M. mentioned the **Trail Easements Workshop** being presented by the University at Buffalo Law School Environmental Law Clinic on April 24 at the Ellicottville American Legion. This meeting will apply to snowmobilers and equestrians. All active trail people should be involved in the mailing. He suggested Margaret e-mailing the flyer to Leah for distribution to Leah's e-mail list.

### **Old Business**

Leah mentioned Emergency Response Trainings. Looks like they may do training if we request it ([www.empiresart.com](http://www.empiresart.com)). They train emergency response teams how to interact with horses. They would learn knots and how to get into different trailers.

Mary Beth T. Can't the Equine Advisory sponsor a training somewhere local? Maybe Allegany State Park?

Tom L. suggested writing Ed Koorse, Director of Emergency Services here in the building, and attaching Leah's handout and say that we're interested in doing some training.

Leah L. has written a letter to the "Best of America by Horseback" that was not yet complete. She needs to add the County population and acreage and polish it before sending.

Al G. This should get some national recognition for Cattaraugus County.

Jim T. asked if there wasn't some previous discussion of a central equestrian center in the County? He questioned if we didn't want to partner with Chautauqua County on something like that.

Jim L. asked if there was anything more on the video?

Al G. contacted JoAnne Young's contact at the school and this person never returned his call. He also spoke with BOCES. They were very interested but there would be a charge of approximately \$5000. He mentioned that Brant Ainsworth has done footage and may be willing to do some work for us.

### **Open Discussion**

Tom L. discussed the Casino money and the current procurement process for this money.

Terry M. suggested a press release announcing the new equestrian brochure.

**Next Meeting** scheduled for April 19<sup>th</sup> at 7 pm at the Cattaraugus County Building, Little Valley, NY in the 3<sup>rd</sup> floor Legislative Chambers.

### **Adjournment**

Al G. declared the meeting adjourned.

**MINUTES APPROVED AS SUBMITTED JULY 3, 2007**