

PNER BOD Meeting

December 10, 2025, 90 min

Recorded using AI Fathom

I.Call to Order

The meeting was called to order at 6:30 PM by President Alexandra Poitevin.

II.Attendance

Board Members Present:

- Alexandra Poitevin, President
- Melissa Laws, Vice President (via phone)
- Tani Bates
- Layne Lewis
- Bianca Chevalier
- Nance Worman
- Suzanne (Susie) Hayes
- Katrin Levermann

Guests Present:

- Cindi Sayer, Treasurer
- Darlene Merlich (President elect 2026)
- Lois Fox, Awards Committee
- Mary Krauss
- Jamethiel Morse, Newsletter Editor
- Regina Rose
- Cassee Terry, Education

Karen Pate

III.Secretary for Meeting

Secretary Mari Smultea could not attend the meeting, so Cindi Sayer took manual notes and Layne recorded the meeting using Fathom AI which also transcribed it to the present form.

Action Items ✨

- Collect silent auction donations for convention**
Melissa Stephenson

- Email to Darlene & Siri a committee chairs/members list**
Alexandra Poitevin

- Draft Scholarship guidelines (1-pot, Jun 30, Dec 1, cost); present to board**
Greta Berner

- Email Lois & Jamie current bylaws w/ amendment dates; post online**
Alexandra Poitevin

- Consult techies re: cloned website e-commerce; report back**
Pacific Northwest Endurance Rides *

- Add awards updates to handbook: Sandy Bar, Jr Novice=1, Horse of the Future, TRAIL 2026**
Lois

- Email Jeff Tryon re: Rescue of the Year; update board**
Alexandra Poitevin

- Email Bonnie re: EDRA reciprocity letter; circulate to board**
Alexandra Poitevin

Meeting Summary ✨

Meeting Purpose

Final PNER Board of Directors meeting of 2025.

Key Takeaways

- **New Leadership:** Darlene Merlich (President) and Siri (VP) are elected for 2026-27, with Roriana Lengtat and Clara Shumway as co-Junior Reps.
- **Awards Overhaul:** The board approved major award changes, including re-establishing the "Horse of the Future" award, to be implemented in the 2026 handbook.
- **Membership Crisis:** Revenue is down 31% (\$13k → \$9k). The Finance Committee urged a marketing push and making the blood machine a revenue source.
- **Handbook Policy:** A February 2025 rule requires Ride Managers to be PNER members to access marketing resources, a policy now clarified for the 2026 handbook.

Topics

Financial Health & Membership

- **Financials:** ~\$80k in funds. The convention budget is on track, with only one speaker's flight paid so far.
- **Membership Decline:** Membership revenue dropped from \$13,000 (2024) to \$9,000 (2025), a 31% decrease.
- **Finance Committee Directives:**
 - Launch a marketing push to increase membership.
 - Make the blood machine a revenue source.
 - Collaborate with the treasurer on the 2026 budget at the convention BOD meeting.

Awards Overhaul (Voted)

- **Problem:** The awards structure was outdated and inconsistent.
- **Solution:** The board approved a motion to implement changes based on a member poll, with two specific modifications:
 - **Junior Novice Award:** Reduced to one placing for consistency with other novice categories.
 - **Sandy Bar Award:** The Endurance category now requires 500+ miles to ensure true endurance-focused achievement.
- **New Awards Approved:**
 - **Horse of the Future:** Re-established to encourage careful development of new endurance horses.
 - **TRAIL Award:** Confirmed to start in 2026, as previously approved.

Handbook & Newsletter

- **Handbook Production:** Jamethiel Morse is the new editor.

- **Timeline:** Ride flyer deadline is Feb 12/13; publication is set for early March to include convention minutes.
- **Content:** The handbook will be updated with all current rules (including the new Rule #7) and the latest bylaws.
- **Newsletter Content Policy:** Jamethiel Morse will now gatekeep content to focus on PNER business and ride stories, avoiding opinion pieces.

Convention Update

- **Logistics:**
 - **Hotel Discount:** Expires in 57 days.
 - **RV Spots:** Available for ~\$45/night to provide an affordable option.
- **Events:**
 - **Thursday Tour:** Hamleys saddle company tour with free transportation from Wild Horse.
- **Fundraiser:** The silent auction is the year's only fundraiser; all donations are welcome.

Scholarship Fund Proposal

- **Problem:** The current \$3,000 fund is split into three \$1,000 age-based pots, which can leave money unspent.
- **Proposal:** Treat the \$3,000 as a single, flexible fund to be allocated based on applicant need.
 - **Example:** A single applicant could receive the full \$3,000 if their program costs more.
- **Process:** The committee will draft formal guidelines for board review and a future vote. The current 2025 application will be processed under the old rules.

Ride Manager Handbook Policy

- **Problem:** A February 2025 rule requiring PNER membership for Ride Managers to access marketing resources was not widely known and caused confusion.
- **Clarification:** The rule is now clear.
 - **Ride Listings:** All PNER region rides (including BC) will still be listed in the handbook and on the website.
 - **Marketing Resources:** Access to PNER's \$5,000 marketing budget, social media promotion, and the blood machine requires a PNER membership.
- **Rationale:** To ensure all Ride Managers contribute to the cost of PNER's marketing efforts.

EDRA Reciprocity Letter

- **Decision:** Based on a member poll (65.1% in favor), the board will draft the letter.

- **Action:** Stevie will draft the letter for board review and approval via email.

Next Steps

- **Melissa Stephenson:**
 - Promote the convention hotel discount (expires in 57 days) and RV spots.
 - Solicit silent auction donations for the convention.
- **Darlene Merlich & Siri:**
 - Contact board members to get a full list of all committee chairs and members.
- **Greta Berner:**
 - Draft formal guidelines for the proposed flexible scholarship fund for board review.
- **Jamethiel Morse:**
 - Set the ride flyer deadline for the 2026 handbook (est. Feb 12/13).
 - Publish the 2026 handbook in early March.
- **Alexandra Poitevin:**
 - Provide Jamethiel Morse and Lois with the most current, amended bylaws.
 - Clarify the handbook vs. website discrepancy for Associate Member benefits.
 - Follow up with Jeff Tryon on his proposed Rescue Horse Award.
 - Email to Darlene and Siri a list of the committee chairs/members
- **Stevie:**
 - Draft the letter of support for the EDRA reciprocity agreement for board approval.
- **Tani Bates-WTRA/BCHA:**
 - Finalize "welcome to PNER" postcards for distribution at convention.

On 18 December 2025, PNER Secretary Mari Smultea emailed out the 10 December 2025 draft meeting notes transcribed using Fathom AI (provided by Layne Lewis) from a voice recording of the meeting. The PDF of these notes was emailed to Mari on 10 December by Layne, as Mari was not at the actual meeting. Mari received approval via email of the draft minutes by a BOD quorum (approved via email by MS, TB, NW, KL, LL, BC, SH) by 22 December 2025 which included several corrections (e.g., misspelling of names). After making the corrections, on 23 December 2025 Mari emailed out the final notes to the BOD and to Marlene Moss for the PNER website and to Jamethiel Morse for the PNER newsletter incorporating the one correction.



Mari Smultea, PNER Secretary

18 December 2025