



Pacific Northwest Endurance Rides (PNER)

Board of Directors Meeting Minutes

April 14, 2026

Call to Order	6:30 PM, by Darlene Merlich, President
Adjournment	7:47 PM
Presiding Officer	Darlene Merlich, President

Attendance

Board of Directors Present

- Darlene Merlich, President
- Siri Olson, Vice President
- Layne Lewis, Ride Manager Representative
- Tani Bates, Washington State Representative
- Nance Worman, Idaho State Representative
- Bianca Chevalier, Oregon State Representative
- Clara Shumway, Junior Representative

With 7 of 9 board members present, a quorum was established.

Board of Directors Absent

- Stevie Delahunt, Oregon State Representative
- Katrin Leverman, BC, Canada Representative

Others Present

- Cindi Sayer, Treasurer
 - Regina Rose, Membership
 - Lois Fox, Awards Committee
 - Sarah and Quinn Hockett, TER JJ Proposed Award Sponsors
 - Various PNER Members
-

Approval of Previous Meeting Minutes

Corrections to 02/22/26 Minutes

President Merlich presented the following corrections to the 02/22/26 BOD Meeting Minutes:

- "Dr. Klinghouse" corrected to Dr. Garlinghouse
- "Dr. Downing" corrected to Dr. Dowling
- "Shane Russell" corrected to Shayne Russell
- "Sponsorship Committee" corrected to Scholarship Committee

A notation shall be added to the bottom of the original minutes: Corrected on February 16, 2026 to reflect the changes as presented.

Motion	Acknowledge and accept corrections to 02/22/26 minutes
Moved by	Not recorded
Seconded by	N/A
Vote	Passed unanimously

Approval of 02/23/26 Minutes

Board members had no corrections to the 02/23/26 meeting minutes.

Motion	Accept 02/23/26 minutes as presented
Moved by	Darlene Merlich
Seconded by	Tani Bates
Vote	Passed unanimously

Treasurer's Report

Financial Report

Treasurer Cindi Sayer presented the following financial report (see Attachment 2).

Current Account Balances

Account	Ending Digits	Balance	
Main Checking Account	...8066	\$14,974.49	
Trails Account	...7432	\$5,000.03	
Scholarship Fund	...7440	\$3,000.14	

Money Market / Savings	...7334	\$26,068.12	
Certificate of Deposit	...1223	\$46,374.28	
TOTAL		\$95,237.06	
PayPal (pending transfer)		\$669.39	*

* PayPal balance of \$669.39 will be transferred to the main checking account at end of month.

Convention Financial Summary

The 2026 Convention was a financial success.

Convention Income	\$22,706.19
Convention Expenses	\$16,387.09
Net Income	\$6,319.10

Donations Received

Treasurer Sayer noted the following donations in connection with the Convention:

- Anonymous donor — An unidentified individual made a donation paid directly to the resort, which was applied toward the cost of the Convention. The donor's identity is unknown. The BOD extends its sincere thanks.
- Sue and Rob Stevenson — Donated \$953.78 to cover miscellaneous Convention purchases, including snacks for volunteers, raffle and silent auction supplies, and other items. A formal donation letter will be sent. The BOD extends its gratitude to the Stevensons for their generosity.

Proposed 2026 PNER Budget

Vice President Olson presented the proposed 2026 budget. A zero-based budget approach was the goal; however, previously approved carry-over work (including the website project, initiated December 2025 and still in progress) and already-incurred expenses (Convention and Admin costs) made a balanced budget unachievable.

Beginning Cash Balance	\$86,114.00
Total Revenue	\$43,926.00
Total Expenses	\$45,354.00
Ending Cash Balance	\$84,686.00

Projected Shortfall	(\$1,428.00)
Projected Members	250

Notable additions included revenue and expense line items for the Mary & Anna Youth Fund (BOD approved in 2025). The budget reflects a projected shortfall of \$1,428, which will reduce the cash balance.

Motion	Approve the 2026 PNER Budget
Moved by	Bianca Chevalier
Seconded by	Layne Lewis
Vote	Approved unanimously

Old Business

Bank Account Updates

The following statement is to be recorded for presentation to the bank (see Attachment 3):

Darlene Merlich is the current President of the Pacific Northwest Endurance Rides (PNER) organization as of January 1, 2026. Darlene Merlich shall be added to the following PNER accounts:

- Main Checking Account
- Money Market Account
- Certificate of Deposit
- Trails Account
- Scholarship Account

Meeting minutes shall be signed by the PNER Secretary and approved by the PNER BOD.

Motion	Accept the stated facts regarding bank account authorization
Moved by	Siri Olson
Seconded by	Tani Bates
Vote	Approved unanimously

EDRA/AERC Reciprocity Letter

Vice President Olson reported that of 71 EDRA members, 42 (60%) are also PNER members. The BOD reaffirmed the 2025-approved action to continue drafting the reciprocity letter. VP

Olson will provide a draft to the PNER Executive Committee and send it to EDRA President Bonnie Girod within two weeks.

Requirement for PNER Ride Managers to Hold PNER Membership

This item was tabled from the 02/23/26 BOD meeting. Ride Manager Rep Layne Lewis contacted RMs for input and received limited response. One RM expressed concern about being required to join PNER, noting the handbook was delayed and adequate advance advertising was not possible. The BOD discussed how to fairly address this for affected Ride Managers.

Note: Access to the PNER \$5,000 marketing budget, social media promotion, and the blood machine requires PNER membership.

This item was tabled to the May 12 BOD meeting for further consideration of equitable options for Ride Managers.

PNER Website Report

President Merlich reported on her phone conversation with Brandon Gorringer, website engineer (see Attachment 4). Brandon is currently using the free Wix tier but is limited in building the membership database. He recommends purchasing a paid Wix plan. The following plans were reviewed:

Plan	Cost	CMS Items	Collaborators	Storage
Standard	\$34/month	4,000	5	50 GB
Plus	\$40/month	20,000	10	120 GB

Action items: Confirm which Wix tier the BOD prefers; confirm with Stace whether hosting ride results for a small fee is an option in lieu of reconfiguring.

Motion	Approve the Wix Standard Plan; explore annual vs. monthly pricing
Moved by	Darlene Merlich
Seconded by	Nance Worman
Vote	Passed unanimously

AED (Automated External Defibrillator)

Tani Bates presented research summarized from Carol Giles:

- No legal requirement to have an AED exists.
- Liability exposure exists both for not having an AED and for having one without proper maintenance protocols in place.
- A maintenance program would be required to ensure the device reaches all rides, receives routine maintenance, has current pads, and undergoes regular function checks.
- The proposed plan is for the AED to travel with Camilla (the blood machine) to rides.

Vice President Olson requested tabling this item to obtain a cost estimate, as it is not currently in the budget. Tani Bates will obtain an estimate.

Motion tabled to the May 12 BOD meeting.

Eggum, LLC as PNER Attorney on Record

President Merlich reconvened discussion from the 02/23/26 meeting to obtain an Attorney on Record for PNER.

Motion	Contract Eggum, LLC as PNER Attorney on Record
Moved by	Darlene Merlich
Seconded by	Tani Bates
Vote	Passed unanimously

QuickBooks Account/Subscription

Vice President Olson requested an update from Treasurer Cindi Sayer on the 02/23/26 decision to open a new QuickBooks account due to the admin name on the current account. No update was available; no action has been taken to date.

Trails Award — Buckle Proposed by Julie Serres

Lois Fox presented the Trails Award proposal by Julie Serres, with PNER funding the buckle. Discussion covered sponsorship options and award tracking.

Motion	Approve the Trails Award with Julie Serres tracking it; PNER or a sponsor to determine the award
Moved by	Bianca Chevalier
Seconded by	Nance Worman
Vote	Passed — one abstention

New Business

Camilla (Blood Machine) Report — Jala Neufeld

Jala Neufeld reported on Camilla's attendance at the Battle of the Flatlands (11 rotors used). Current pricing analysis:

Item	Current	Proposed
PNER member rate	\$45	\$50
Non-PNER member rate	\$55	\$60
PayPal surcharge	None (net loss)	+\$3.00

Motion	Accept Jala's recommendation: increase blood machine rates and add \$3.00 PayPal surcharge
Moved by	Darlene Merlich
Seconded by	Siri Olson
Vote	Passed unanimously

PNER Welfare Committee

President Merlich and Vice President Olson reported that after research, a Welfare Committee could expose PNER to negative legal ramifications. Both AERC and EDRA have existing effective welfare rubrics. PNER Bylaws Section 8 also addresses suspension and sanctions. The committee was formed by BOD vote (not a bylaws change) and may therefore be dissolved by vote.

Motion	Disband the Welfare of the Horse Committee
Moved by	Darlene Merlich
Seconded by	Bianca Chevalier
Vote	Passed unanimously

Award Proposal: TER Junior Jones Award

President Merlich introduced the TER Junior Jones Award proposal submitted by Sarah and Quinn Hockett (proposal emailed to BOD on 04/11/26). Sarah and Quinn Hockett were present and clarified this is a sponsored award, with Sarah handling all tracking.

Motion	Accept the TER Junior Jones Award as proposed
Moved by	Siri Olson
Seconded by	Nance Worman
Vote	Passed — one abstention, one no vote

PNER Rebranding — Tiffany Paulin

Tiffany Paulin, Marketing Committee Chair, presented a rebranding concept (see Attachment 5). Tiffany will present proposed new logo designs and solicit membership input on a new slogan. A full follow-up presentation is planned for the May 2026 BOD meeting.

Motion	Approve beginning a rebranding of the PNER logo and soliciting ideas for a slogan
Moved by	Siri Olson
Seconded by	Nance Worman
Vote	Passed unanimously

Trails Committee Request — Tani Bates

Tani Bates reported receipt of an application in January requesting Trails Fund money to improve a trailhead parking lot heavily used by endurance and trail riders. The request amount is \$4,200, which exceeds the \$1,500 budgeted for the Trails Fund in 2026. VP Olson noted the budget is already \$1,428 in deficit. Tani noted the request predated budget approval, and that the Trails Fund has historically received \$5,000.

Motion	Amend the 2026 Budget to increase the Trails Fund line item to \$4,200 and fund the request in full
Moved by	Tani Bates
Seconded by	Bianca Chevalier
Vote	Passed — one abstention

Items Deferred to May 12, 2026 BOD Meeting

The following items were held over due to time constraints:

- PNER Ride Placing Ties — Tani Bates

- Policies and Procedures Review Committee Report — Carol Giles
 - Progress on Bylaws Revision
- Budget Committee Report — Suzie Hayes and Siri Olson
- Financial Review Committee Report — Lisa Cohen
- Tech Committee Report — Layne Lewis
- Marketing Committee Report — Tiffany Paulin
- Trails Committee Report — Tani Bates
- Scholarship Committee Report — Lois Fox
- Education Committee Report — Cassee Terry, DVM
- Convention Committee Report — Siri Olson
- Junior Rep's Report — Roriana Lengtat

See Attachment 6 for details.

Adjournment

President Merlich adjourned the meeting at 7:47 PM.

<p style="text-align: center;"><i>Layne Lewis</i></p> <p>Secretary, PNER</p> <p>Date: <u>April 19, 2026</u></p>	<p style="text-align: center;">_____</p> <p>President, PNER</p> <p>Date: _____</p>
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*Attachments: 1 – 02/23/26 Minutes | 2 – Financial Report | 3 – Bank Authorization Language | 4 – Website Report
 | 5 – Rebranding Concept | 6 – Committee Reports*

Attachment 1:

**These are not the actual minutes, but a copy & paste from the official minutes.*

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Pacific Northwest Endurance Rides (PNER) — 501(c)(3) Organization Page 1

PACIFIC NORTHWEST ENDURANCE RIDES

Board of Directors Meeting Minutes

501(c)(3) Non-Profit Organization

Date: Sunday, February 22, 2026

Time: 8:00 AM – 9:34 AM PST

Location: Wildhorse Casino and Resort, Pendleton, Oregon

Meeting Type: In-Person Board of Directors Meeting (PNER Convention)

Presiding: Darlene Merlich, President

Minutes Prepared By: David Lewis, Secretary

I. Call to Order and Attendance

President Darlene Merlich called the meeting to order at 8:00 AM. The following individuals were present:

Voting Board Members Present

- Darlene Merlich – President
- Siri Olson – Vice President
- Tani Bates – Washington Rider Representative and Trails
- Suzy Hayes – Montana Rider Representative
- Nance Worman – Idaho Rider Representative
- Bianca Chavalier – Oregon Rider Representative
- Layne Lewis – Ride Manager Representative, Website and Tech Committee
- Clara Shumway – Junior Board Member
- Roryana Langtat – Junior Board Member

Voting Board Members Absent

- Stevie Delahunt – Oregon Rider Representative

Non-Voting Attendees

- Cindi Sayer – Treasurer
- David Lewis – Secretary, Marketing Committee
- Regina Rose – Membership Secretary
- Lisa Cohen – Finance Review Committee
- Rebecca Langtat – Junior Advisor
- Jody Shumway – Junior Advisor
- Jamathiel Morse – Newsletter/Handbook
- Lois Fox – Awards

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Pacific Northwest Endurance Rides (PNER) — 501(c)(3) Organization Page 2

- Cassee Terry – Education/Awards Committee

A quorum of voting board members was established.

II. Rules of Order

Siri Olson reviewed the rules of order for the meeting. Robert's Rules of Order will be loosely followed. Key points: discussions require motions, seconds, and votes before moving on.

Discussion is limited to board members unless others are invited to speak.

III. Approval of Previous Meeting Minutes

The minutes from the General Assembly meeting held on February 21, 2026, were presented for approval.

MOTION

To approve the minutes from the General Assembly meeting held February 21, 2026.

Moved by: Siri Olson

Seconded by: Suzy Hayes

Discussion: None.

Result: Motion passed unanimously.

Minutes will be distributed electronically to all board members.

IV. Treasurer's Report

Cindi Sayer presented the financial report as of January 15, 2026:

Account Balance

Checking Account \$9,415.10

Money Market \$20,613.00

Sales Account \$5,000.00

Scholarship Account \$3,000.00

COR Account \$3,000.00

Net Income (January) ~\$6,711.76

Convention highlights: The silent auction brought in approximately \$3,700. Raffle revenue was

not yet counted but felt to be significantly up from previous years. Registration setup was well-received, and raffle ticket sales were strong.

V. Budget Committee

Siri Olson reported that the board is moving toward creating a budget committee. At this time, PNER does not have a board-approved budget. The plan is to wait for Cindi Sayer to finalize convention financials, with February financials targeted for completion by approximately March

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5, 2026. The goal is to have a proposed budget ready for the April board meeting. Suzy Hayes was appointed to the budget committee.

VI. Committee Reports

Junior Program

Comprehensive committee reports were given at the General Assembly on February 21. Junior Advisors Rebecca Langtat and Jody Shumway were present with junior members Clara Shumway and Roryona Langtat. No additional report was given at this meeting.

VII. 2027 Convention Planning

Siri Olson presented the proposed venue for the 2027 PNER Convention:

- Venue: Heathman Lodge, Vancouver, Washington
- Proposed Dates: January 22–23, 2027 (alternate: first weekend in February)
- Facility includes all meals; rooms discounted to \$105/night
- A/V equipment discounted by 50%
- Estimated cost: \$10,000 based on 85 attendees (approximately 120 room nights)
- Required deposit: \$1,500
- Vancouver's Visitor Bureau (chamber of commerce equivalent) is granting PNER \$1,250 for shuttle service or other member needs

Suzy Hayes noted a potential date conflict with the MRER convention. The alternate date of the first weekend in February was discussed; however, the Super Bowl is February 14, 2027. Siri will confirm dates and work with the venue to resolve any conflicts.

Siri noted that the Washington State Department of Transportation, her employer, holds conferences at the Heathman Lodge and has consistently positive feedback on the facility.

Darlene added that the location near the Vancouver Mall provides convenient access to restaurants and commerce for attendees.

MOTION

To approve the \$1,500 deposit for the 2027 Convention venue at the Heathman Lodge in Vancouver, Washington.

Moved by: Layne Lewis

Seconded by: Tani Bates

Discussion: None.

Result: Motion passed unanimously.

Siri requested volunteers for the 2027 Convention Committee, encouraging early formation to avoid last-minute planning.

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VIII. Policies and Procedures – Bylaws Review

Darlene Merlich reported that she has consulted with Carol Giles, a PNER member with a legal background, regarding the state of the organization's bylaws. Key concerns include: the bylaws are disorganized, contain contradictions in multiple places, and records of some past bylaw votes cannot be located in the minutes.

Darlene clarified that this is not a proposal to change the bylaws, but to review, clarify, and identify inconsistencies in the existing documents. Carol Giles has recommended a comprehensive rewrite. The goal is to present the review at the April board meeting.

Siri Olson asked each board member to read the current bylaws critically and identify areas of inconsistency so that the review is a collaborative effort.

Layne Lewis confirmed that Carol Giles is a current PNER member.

MOTION

To approve Carol Giles to undertake a comprehensive review and rewrite of the PNER bylaws, with a goal of presenting at the April board meeting.

Moved by: Suzy Hayes

Seconded by: Nance Worman

Discussion: None.

Result: Motion passed unanimously.

IX. Old Business

A. EDRA/AERC Reciprocity Letter

Darlene Merlich addressed the pending request for PNER to draft a letter of support to AERC endorsing reciprocity for miles counted between EDRA and AERC. While personally supportive of reciprocity, Darlene and Siri Olson expressed concerns: of the nine EDRA board members, only two are PNER members. The board wants to better understand cross-membership numbers before lending PNER's endorsement.

Siri reported a productive conversation with Bonnie, President of EDRA, and Shayne Russell, EDRA Vice President, about this concern. The EDRA conference is March 27–29 in Colfax, Washington, and PNER has been offered a booth. Bianca Chavalier volunteered to help coordinate. David Lewis confirmed that the Marketing Committee has brochures, banners, and trifold materials available for the event.

MOTION

To table the EDRA/AERC reciprocity letter of support pending further information on PNER membership within the EDRA organization.

Moved by: Layne Lewis

Seconded by: Siri Olson

Discussion: None.

Result: Motion passed unanimously.

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B. Ride Manager PNER Membership Requirement

Darlene raised the issue of the current requirement for PNER ride managers to hold PNER membership, with particular emphasis on access to PNER's marketing budget, social media promotion, and the blood machine. Darlene argued this is problematic because many of these benefits primarily serve riders rather than ride managers.

A wide-ranging discussion followed with the following perspectives:

- Tani Bates initially felt ride managers should be required to be members.
- Suzy Hayes had reconsidered after hearing arguments and changed her position, noting the handbook is a rider advantage, not a ride manager advantage.
- Lois Fox reported that all EDRA ride managers are currently PNER members, but some AERC ride managers (mostly British Columbia-based) are not. She noted that requiring BC ride managers to join PNER is not helpful and that denying marketing and the blood machine penalizes riders, not ride managers. She also described the significant difficulty in chasing down ride managers for membership and ride flyers.
- Bianca Chavalier liked the idea of a reduced membership fee for ride managers.
- Nance Worman asked about the Associate membership fee (\$30 vs. \$45 full membership).
- Layne Lewis posed the key question of what problem the board is trying to solve, and offered to reconnect with all ride managers to gather feedback and report back.
- Regina Rose noted that from her experience as a ride manager since 1971, all other organizations she has been involved with require ride manager membership for points to count.
- David Lewis (Marketing Committee) proposed partnering with ride managers to obtain rider contact information for marketing purposes, and suggested potentially covering associate membership costs from marketing funds.

Options discussed included a reduced membership tier for ride managers, reclassifying which rides count for PNER points, and focusing on providing benefits that make membership attractive rather than punitive requirements.

No formal motion was made. The discussion was tabled until the April board meeting. Layne Lewis will reconnect with ride managers and report back.

X. New Business

A. Monthly Board Meetings

Darlene announced that the board will move to monthly meetings to ensure accountability and timely progress on organizational business. After discussion, the board agreed on the second Tuesday of every month at 6:00 PM Pacific / 7:00 PM Mountain time. Key details:

- Meeting duration capped at 1 hour 15 minutes; unfinished agenda items carry to the next month.
- Agendas will be distributed one week prior, with board members invited to provide input.
- If a quorum is not reached, the meeting will proceed as a working session, with any action items placed on a consent agenda for the next meeting.

This is a procedural matter and did not require a formal motion.

B. Attorney on Record

Darlene reported that PNER has not had an attorney on record for an extended period, which puts the organization in a potentially precarious legal position. She has identified Susan Eggum of Susan Eggum LLC (www.eggum.com), a semi-retired attorney in Portland, Oregon, who has agreed to serve as attorney on record on a pro bono basis. Fees would only apply if a matter arose requiring referral to outside legal counsel.

Susan Eggum is a former PNER member and rider who is limited by health issues from currently riding.

Layne Lewis respectfully requested time to review the information before voting. The board agreed this is informational at this time and will be brought to a vote at the next board meeting. Board members are encouraged to research Susan Eggum LLC in the interim.

C. Blood Machine (Camilla) Committee

Darlene announced the formation of a Blood Machine Committee (referred to as the “Camilla Committee”). Jala and Andrea have agreed to co-chair the committee effective January 26, 2026. Their responsibilities include coordinating the schedule of rides where the blood machine will be available, maintaining supplies, and coordinating with Dr. Cassee Terry for rotor procurement and machine servicing.

The Marketing Committee will handle promotion and advertising of blood machine availability at upcoming rides.

Cassee Terry provided a detailed technical report:

- Currently 20 functioning rotors in inventory; 3 non-functioning rotors.
- Rotors require refrigeration but can be used past their printed expiration date as long as the machine reads them correctly; if a rotor fails, the machine returns an error.
- Current markup on tests is only approximately \$15–\$20 above cost, which is insufficient to build reserves.
- Cassee manages rotor procurement through her veterinary clinic’s Zoetis account, as the manufacturer will only deal with a licensed veterinarian.
- Cassee will provide updated rotor pricing and maintenance cost estimates for the next meeting.

David Lewis noted that the blood machine’s power consumption is relatively low and could be powered by a portable battery unit (e.g., EcoFlow Delta 2, approximately \$350), eliminating the need for a fixed power source at ride locations.

Cindi Sayer reported that current revenue from the blood machine has only been sufficient to replace rotors, with no reserve fund for maintenance or eventual replacement.

MOTION

To create a Blood Machine Reserve account, funded from the proceeds of blood machine sales, designated for the purchase of rotors, maintenance, and eventual replacement of the machine.

Moved by: Tani Bates

Seconded by: Suzy Hayes

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Discussion: David Lewis requested clarification on the motion language. Suzy Hayes clarified: “Blood Machine Reserve account is to be funded from the proceeds of the blood machine sales.” Layne Lewis noted the need for proper financial language and data before setting specific pricing.

Result: Motion passed unanimously.

Regarding pricing: Darlene suggested not raising fees for PNER members (as the blood machine is a key membership benefit) but increasing fees for non-members. Cassee Terry asked that no pricing decisions be made until she provides updated cost information. Pricing will be on the agenda for the next board meeting.

D. AED (Automated External Defibrillator) Purchase

Suzy Hayes raised the topic of purchasing an AED unit (approximately \$1,500) to accompany the blood machine to rides, citing a recent incident at an endurance ride. Discussion included:

- Jamathiel Morse noted that owning an AED creates liability concerns and the club would need appropriate insurance coverage.
- Lois Fox recommended consulting with Equisure (the ride insurance provider).
- Tani Bates, a retired registered nurse, volunteered to research AED liability and training requirements for non-profit organizations.
- Suzy Hayes suggested potential fundraising through donations to offset the cost.

No formal motion was made. Information gathering on purchase cost, liability, insurance

implications, and training requirements will proceed, with a report at the April meeting. Tani Bates and Darlene Merlich will lead this research.

E. QuickBooks Subscription

Siri Olson raised a concern regarding the PNER QuickBooks subscription. The current account lists Kristen Grace as the owner, with Darcy Bean as a previous administrator. Cindi Sayer has been unable to get the account ownership transferred due to QuickBooks' strict transfer requirements (requiring chain-of-custody letters from each previous owner/administrator). After discussion, the board determined the most practical solution is to close the current account and open a new one, with a full data export and import to preserve historical records. Layne Lewis confirmed this is technically feasible.

The new account structure will be:

- Cindi Sayer – Primary Owner/Administrator (write access)
- Siri Olson – Secondary Administrator (for continuity)
- Other users (Finance Committee, etc.) – Read-only access for auditing purposes

MOTION

To close the current QuickBooks subscription account and open a new account, with a full export/import of historical data, and to establish a policy and procedure for future account transitions.

Moved by: Bianca Chavalier

Seconded by: Nance Worman

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Discussion: Cindi noted the need to restructure the chart of accounts in conjunction with the budget and finance committees. Siri emphasized the importance of documenting the changeover process in approved minutes.

Result: Motion passed unanimously.

XI. Finance Committee Comments

Lisa Cohen of the Finance Review Committee addressed the board with two points:

- The finance committee was not previously aware that blood machine revenue was intended to be reinvested into the blood machine program. She emphasized the importance of clearly communicating the intent behind revenue streams to all committees.
- She thanked the board for the thorough and thoughtful discussion on all topics, noting the efficiency of the meeting as a positive sign for the new leadership.

XII. Additional Bylaws Item

Regina Rose raised a concern regarding the bylaws: there is no specification for when membership counts are taken to determine the number of state representatives (e.g., if a state exceeds or drops below 100 members, which would affect the number of representatives).

Currently, Oregon is the highest with approximately 80 members, and no state reaches 100.

Layne Lewis suggested this be included in the bylaws review being conducted by Carol Giles. Darlene and Siri noted that membership counts are always lowest at the beginning of the ride season and suggested using end-of-year numbers for representation purposes. This will be addressed in the bylaws review.

XIII. Action Items for April Board Meeting

Action Item Responsible Party

- 1 Bylaws comprehensive review and rewrite Carol Giles, with board collaboration
- 2 AED research: cost, liability, insurance, training Tani Bates, Darlene Merlich
- 3 Susan Eggum LLC – Attorney on record decision Board (informational review)
- 4 QuickBooks account closure/new account setup Cindi Sayer, Siri Olson, Layne Lewis
- 5 Blood Machine Reserve account setup and pricing Camilla Committee, Cassee Terry, Cindi

Sayer

6 Blood Machine ride schedule for 2026 season Jala & Andrea (Camilla Cmte), Marketing

Cmte

7 Ride manager outreach and feedback Layne Lewis

8 EDRA/AERC reciprocity letter – gather membership data

Siri Olson, Darlene Merlich

9 EDRA Conference PNER presence (March 27–29) Siri Olson, Bianca Chavalier, David Lewis

10 2027 Convention – confirm dates with venue Siri Olson

11 Budget proposal for April meeting Budget Committee, Cindi Sayer

12 Marketing plan development Tiffany Paulin (Chair), David Lewis

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XIV. Next Meeting

The next regular board meeting will be held on the second Tuesday of April 2026 (April 14, 2026) at 6:00 PM Pacific / 7:00 PM Mountain time, via teleconference. Agendas will be distributed one week prior.

XV. Adjournment

President Darlene Merlich adjourned the meeting at 9:34 AM.

David Lewis, Secretary

Pacific Northwest Endurance Rides (PNER)

Darlene Merlich, President

Pacific Northwest Endurance Rides (PNER)

Attachment 2:

Statement of Activity Profit & Loss
Pacific Northwest Endurance Rides
January 1-March 31, 2026

	Total
Revenue	
4000.01 Membership Dues	8,575.65
4000.02 Handbook Ads	2,925.00
4010.01 Convention Sales	12,862.19
4010.02 Raffle Ticket Sales	5,565.00
4010.03 Trade Show Booths	745.00
4010.04 Silent Auction	3,195.00
4010.06 Used Tack Sale	339.00
Total for Revenue	\$34,206.84
Gross Profit	\$34,206.84
Expenditures	
5000 Convention Expenses	8,835.81
5000.02 Convention Speaker Expense	1,880.78
5000.10 Other Convention Expenses	435.00
5100.01 Awards Expense	5,167.51
Total for 5000 Convention Expenses	\$16,319.10
6400 Marketing Expense	295.60
6500 Administrative Expenses	
6504 Software	256.37
6550 Licenses and Permits	70.00
Total for 6500 Administrative Expenses	\$326.37
7200 Insurance	811.00
7904 PayPal Fees	518.68
Uncategorized Expenditure	450.00
Total for Expenditures	\$18,720.75
Net Operating Revenue	\$15,486.09
Other Revenue	
9010 Interest Income	378.09
Total for Other Revenue	\$378.09
Net Other Revenue	\$378.09
Net Revenue	\$15,864.18

Accrual Basis Saturday, April 04, 2026 05:19 PM GMTZ

Balance Sheet
Pacific Northwest Endurance Rides
As of Mar 31, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1000 US Bank Acct # 8066	17,284.48
1001 Trails Acct 7432	5,000.03
1002 Scholarship Acct 7440	3,000.14
1006 US Bank MM Acct 7334	26,068.12
1007 Certificate of Deposit	46,244.49
1010 Petty cash	0.00
1011 1011 PayPal Bank	209.74
Total for Bank Accounts	\$97,807.00
Accounts Receivable	
1200 Accounts Receivable	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
1301 Prepaid Expenses	0.00
1301.01 Prepaid Awards	0.00
1301.02 Prepaid Convention Expenses	0.00
Total for 1301 Prepaid Expenses	\$0.00
1499 Undeposited Funds	0.00
Inventory Asset	498.85
Total for Other Current Assets	\$498.85
Total for Current Assets	\$98,305.85
Fixed Assets	
1640 Equipment Purchase	6,065.56
Total for Fixed Assets	\$6,065.56
Total for Assets	\$104,371.41
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	0.00
Total for Accounts Payable	\$0.00
Other Current Liabilities	
2601 Membership Dues - Prepmts	0.00
2602 Handbook Ads - Prepmts	0.00
2603 Trade Show Booths Prepmts	0.00
2604 Awards Dinner Prepayment	0.00
2605 Prepaid Raffle Tickets	0.00

2607 PayPal Fees Prepayments	0.00
2990 Young riders / Juniors Account	715.00
Washington State Department of Revenue Payable	0.00
Total for Other Current Liabilities	<u>-\$785.00</u>
Total for Current Liabilities	<u>-\$785.00</u>
Total for Liabilities	<u>-\$785.00</u>
Equity	
3000 Opening Bal Equity	0.00
3900 Retained Earnings	89,292.23
Net Income	15,864.18
Total for Equity	<u>\$105,156.41</u>
Total for Liabilities and Equity	<u>\$104,371.41</u>

Accrual Basis Saturday, April 04, 2026 05:22 PM GMTZ

Attachment 3:

US Bank checklist:

- **Pertaining to the US Bank-PNER accounts:**
 - Main Checking Account
 - Money Market Account
 - Scholarship Account
 - Trails Account
 - Certificate of Deposit
- **PNER BoD Meeting minutes must have the full name of the organization, not just initials.**
 - See below:

PNER General Assembly Meeting Minutes

February 21, 2026

PACIFIC NORTHWEST ENDURANCE RIDES 2026 General Assembly Meeting Minutes

A 501(c)(3) Nonprofit Organization

Date	Saturday, February 21, 2026
Location	PNER Annual Convention
Called to Order	12:13 PM
Adjourned	1:08 PM
Presiding Officer	Melissa (Outgoing Vice President)
Quorum	Quorum of General Membership present
Minutes Prepared By	David Lewis, PNER Secretary

-
- **Meeting minutes should state that Darlene Merlich is president of PNER as of 1/1/2026.**
- **Should state that DM needs to be added to the PNER checking account.**
 - Within this statement, it should state that this is approved by the BoD.
- **Meeting minutes will be signed by the PNER Secretary.**
- **Meeting minutes must be approved by the BoD.**

Attachment 4:

From: **Brandon Gorringer** <bgorringer@willowview.us>
Date: Tue, Apr 14, 2026 at 12:02 PM
Subject: Re: PNER website update
To: Darlene Merlich <dmmerlich@gmail.com>
Cc: Layne Lewis <llewis@willowview.us>

Hi Darlene,

It was good to connect with you earlier, here's a quick recap and a bit more on Wix pricing so you have it available for the board meeting tonight.

Where things stand:

On track to get new and renew membership workflows implemented and tested once we're on a plan that takes payments and payment processing is set up in the Wix site.

You can visit the membership test site that I have stood up to see the current membership flow that has been implemented:

<https://bgorringer.wixstudio.com/my-site-4/membership?rc=test-site>

(note that these pages have not yet been configured for mobile devices so they are best viewed on a desktop browser)

Wix Plans:

- Standard (\$34 / month), 4,000 CMS items, 5 collaborators, 50 GB of media storage
- Plus (\$40 / month), 20,000 CMS items, 10 collaborators, 120 GB of media storage

As I mentioned the primary driver of Wix plan tiers is related to data storage. Wix uses something called CMS that are collections of tables that contain rows. Each row is considered a CMS item. Think of this as the sites data tables (membership, committee members, meetings, ride calendar, race results, etc.) Right now, the build uses roughly 650 CMS items total across all collections. That number will grow (meetings, ride events, etc.).

race results are the wildcard – I didn't load years of historical results into a CMS because each year contains 1000+ rows. Instead I have exported each year's results to a csv file and have set up the ride results page: <https://bgorringe.wixstudio.com/my-site-4/blank-18?rc=test-site> to query from the csv documents instead of a CMS. However, for current year results it is best to create a CMS collection for the current year (such as race results 2026) This would act as a single source of truth to add all race results throughout the current year. Then once the year has been finalized the CMS can be exported to a csv file (a button in Wix) and the file could be added to the historical results directory so that the results can be queried. Then a new CMS collection for 2027 would be created and so forth. This results in only the current year consuming CMS items.

Hopefully, I explained that well enough, I'm happy to walk you through that process in more detail if needed.

Domain PNER.net

The Plan is to keep PNER.net. I haven't nailed down the exact transfer / connection steps from where it lives today, I'll dig into that and follow up when I have a clear answer.

Using new Wix pages on the existing site:

You asked about using some of the new Wix static pages (such as the home page) in the existing site and moving new pages as they are completed in Wix into the legacy site.

This is worth exploring, but it's a bit nuanced (we would have to support domain/routing between both sites). I need to investigate options and come back with a recommendation.

My recommendation on the Wix pricing tiers

If you are content with 5 collaborators (individuals that you could grant access to make modification or add content to the site or its CMS collections) and you feel confident that race results and new membership records will not exceed about 3000 rows in a given year then I think the Standard (\$34/month) plan is a good fit. You could always upgrade to the Plus plan and get 10 collaborators with 20,000 CMS items if the tables grow in the coming years.

Thank you,

Brandon Gorringe
SOFTWARE ENGINEER
Willowview

Phone 208-447-7614
Email bgorringe@willowview.us
Website www.willowview.us

Attachment 5:

“Rebranding” document provided by Tiffany Paulin, PNER Marketing Committee Chair:

PNER: A Case for Rebranding

Rebranding can be a powerful tool for membership-based organizations that are experiencing declining participation, because it directly addresses relevance, clarity of value, and emotional connection — all key drivers of member retention and recruitment.

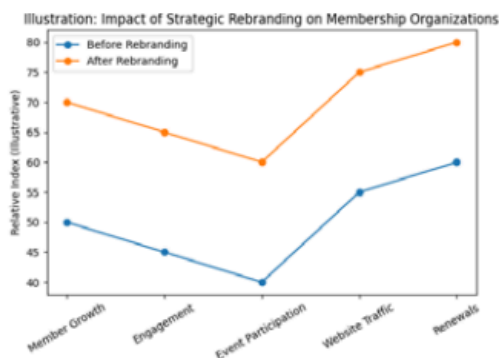
Research consistently shows that organizations that refresh their brand to better reflect their mission and evolving community are more likely to re-engage existing members and attract new ones. In surveys of organizational leaders, nearly 80% report that rebranding had a positive impact, with

many citing improved engagement and renewed interest from their core audience as primary outcomes. Importantly, these organizations did not rebrand to “change who they are,” but to better communicate why membership still matters.



For membership organizations in particular, rebranding often serves as a signal of vitality. Studies show that more than 70% of well-established organizations have rebranded at least once as their communities, demographics, and expectations changed. This is especially relevant for long-standing associations, where branding may unintentionally reflect past priorities rather than current member needs. When branding no longer aligns with how members identify themselves or what they value, participation often declines — not due to lack of interest in the mission, but due to a disconnect in identity and relevance.

There is also evidence that **rebranding can support measurable membership growth and stabilization.** Organizations that undertook strategic rebranding — including clearer messaging, modernized visuals, and refreshed member value propositions — experienced higher engagement rates and stronger growth trajectories than peer organizations that did not. **In several sector studies, rebranded organizations achieved growth rates nearly double their industry averages, suggesting that renewed clarity and relevance can materially influence participation and support.** For membership groups, this often translates into improved renewals, increased event participation, and stronger word-of-mouth recruitment.



The root of resistance

For long-standing, volunteer-run organizations, resistance to branding changes often comes from a place of loyalty and protection — a desire to preserve tradition and avoid unnecessary disruption. However, **research and experience consistently show that the greater risk is not change, but stagnation.** When an organization's outward identity no longer reflects its current members, activities, or values, it gradually becomes invisible or irrelevant to prospective members, even if the mission remains strong. This disconnect can quietly accelerate membership decline, as fewer new members join and existing members disengage over time. In heritage organizations especially, failing to evolve how the organization presents itself can unintentionally signal inactivity or resistance to growth, discouraging the very next generation needed to sustain the organization. **Thoughtful rebranding is not a rejection of legacy — it is a way to carry that legacy forward, ensuring that decades of volunteer effort, institutional knowledge, and community impact remain visible, valued, and alive rather than slowly fading due to inaction.**

Focusing the process

A brand is often misunderstood as an art contest or a subjective exercise in personal taste, but that is not what branding is — or what rebranding should be. A brand is not about picking a logo that everyone “likes,” choosing trendy colors, or debating aesthetics in isolation. Those elements are simply tools. **A true brand is a strategic re-visualization of the organization's identity, relevance, and vitality** — a clear, consistent expression of who the organization serves, why membership matters, and how the organization shows up in the world today. When done correctly, branding is not about changing the mission or erasing history; it is about making the organization's value visible and compelling to current and future members, signaling health, momentum, and purpose. In this sense, a brand functions as a living representation of the organization's energy and direction — helping members recognize themselves in it and feel confident that the organization they belong to is active, relevant, and moving forward.

Step 1: Strategy & Concept Development

The Marketing Committee will collaborate with designers to develop recommended branding concepts and an overall branding strategy. This will include visual identity options as well as messaging that reflects the organization's mission, values, and membership.

Step 2: Board Review & Direction

The Board of Directors will review the proposed concepts and strategy, and engage in discussion with the Marketing Committee. The Board will provide guidance and vote on the preferred direction to ensure alignment with organizational goals.

Step 3: Refinement & Member Engagement

The Marketing Committee will refine the selected branding direction, including finalizing the logo and supporting elements.

As part of this process, the committee will actively engage the membership by inviting participation in areas such as voting on branding slogans or messaging, creating an opportunity for involvement, ownership, and renewed connection to the organization.

Attachment 6:

Junior Rep Meeting Report:

Reporting Period: April 2026

Prepared By: Roriana Lengtat

Date Submitted: 4/14/2026

PNER BOD Meeting Report

Overview: April marked the first endurance rides of the year and generated new opportunities to grow junior participation through partnerships with riding centers and possibly Pony Club programs.

Events & Participation

The first endurance rides of the year took place this month. At the Battle of the Flatlands, two junior riders completed three rides total: two in the 50-mile distance and one in the Limited Distance (LD).

We have not yet received details on youth participation in the Rail Trail ride.

Youth Outreach & Partnerships

We made several connections at the Battle of the Flatlands to support increased youth involvement. A training center in Rainier, WA has launched a youth endurance program and is also involved in Pony Club. The program currently has two youth riders training for endurance, with two additional youth riders expressing interest. We also heard that Pony Club may allow an endurance ride to include a Pony Club Rally; we will confirm details and eligibility. In addition, we are exploring a late-August clinic at the Rainier facility for youth riders and Pony Club members to further increase junior participation. Roriana (also a Pony Club member) will help organize this event.

Next Steps / Action Items

- Confirm with Pony Club leadership whether (and how) an endurance ride can include a Pony Club Rally (rules, paperwork, and eligible events).
- Coordinate with the Rainier training center and Pony Club to set a date and outline for a late-August youth endurance clinic (instructors, agenda, and capacity).
- Develop and share outreach materials for junior riders (target audience, registration steps, and points of contact).
- Track participation at upcoming rides to measure junior involvement and identify additional support needs.
- Look into the possibility of holding a similar youth event in Eastern Oregon as well.