

AGENDA FOR MOC MEETING 5/17/17

** Audrey Adamson - Region 5 took minutes*

Roll Call:

Present: Kathy Alm, Kimberly Price, Susan Lutz, Audrey Adamson, Amanda Bubb, Alicia Roe, Annie Mabry, Carole Pettito, Liz Carlson, Shannon Middleton, Leanne Hatch, Rhonda Ward, Jenna McNair (Tennessee State Chair).

Excused absence: Dena Duncan

Absent: Erin Bevington

Minutes discussed and Shannon Middleton needed to be corrected in the roll call to "present".
With that change the minutes were accepted .

Old Business/Action Items:

- A. **Kandis** will added corrections/changes discussed for the RLT reporting and send out links to reps.
- B. **Reps** are reminded to promote press release resources provided by the PATH office at region conferences and state meetings.
- C. **Region Reps** will provide Cher with their Facebook page's administrator so that she can be added only to watch PATH branding and to link PATH Facebook info on each Region's Facebook. **So far we are waiting on 3 & 10**
- D. Reps were asked to reach out to their state chairs or search under PATH and NARHA. **Haven't heard back from Regions 2,3,5,8,11 in regards to State Facebook groups and pages.** Besides needing to protect the PATH brand these are resources that reps and state chairs should join and consider utilizing. AL has 3, GA has 2. When this happens reps might want to contact them and suggest merging or closing one so an inactive Facebook group is not open for new members. Also Florida, Arkansas, Nebraska, Oregon, Kentucky and N. Carolina all definitely have state specific groups.
- E. **Region Reps** will encourage RLT members to identify useful Outreach resources and request allocations before 6/30/17.
- F. **Cher** will summarize what she will do to the region pages based on our discussion.
- G. **Cher and Christine** will create a survey from Region 4 to help establish Region Marketing Plan.

PATH Office Updates

Kandis:

- Kandis was ill so Kathy presented her info
- Working on report link changes as requested
- Region Rep nominations will be announced and website/forms will be put out 30 days before nominations are due. Prior to sending out the nomination requests, **Susan will make sure that educational information will be sent out about what the position does.** Voting will be open for a month and ended by Sept. 30. Results posted within the next few weeks.

Kathy

- Adding Cher as a co-admin on Facebook groups is simply to make sure that the PATH legal and brand is used correctly.
- Award Nomination update
 - 41 Volunteers (no region 7)
 - 44 vets
 - Vet process changed: vets must meet requirements and then be pulled out of hat
- This will be the same process next year. Serval Reps showed concern of this process and Kathy welcomes feedback and suggestions.
- 41 Equine
- 44 Equestrians
- 24 Certified Professionals
- Considering new ways to honor award winners at Regional conferences which the winner are more likely to go to
- Voting on Standard will be done on line again
 - There will be a webinar and other educational materials
- Trek to Accreditation work is steady. They are working on what a committee would look like and who sit on it

Kimberly

- Everyone has reserved a date for the conference
- PATH is encouraging Region Reps not to act as the conference chairs
- Kimberly will make sure that every conference has time scheduled for region and state meetings.

- There will be a new document sent out with the new time line for conferences with better delineation about what is PATH responsibility

New Business/Action Items:

Outreach Discussions

A. To PATH Centers

- Leanne & Alicia - Establishing a consistent procedure where we call all of our centers before 10/1 when renewal notices go out** with a template of questions such as;

1. How are things going?
2. Do you have any questions or concerns regarding your membership?

Because of the large number of centers calls can be done over a number of months and/or be done by the members of the RLT.

- b. Follow up with a Christmas/holiday card.

Feedback discussions included:

- Region 5 reported that what feedback they did receive from chairs was negative
- Region 9 “grudgingly” said they would do so but if we could move back the due date
- Jenna McNair, TN State Chair, brought attention to the fact we don’t always have the right person to connect with so that makes renewals harder.

Discussion results:

- Decided to table the phone call to centers idea and instead get a list of “repeat offenders”, those we know who don’t renew on time, and reach out only to them as they may be most in need of outreach. Kimberly said this list would be easy to provide. **Kathy will check with Karen about getting the center lists of centers who did not renew on time last year to Reps. Susan will follow up with reminders on August Conf Call.**
- Region reps reported positive outcomes to the Christmas Cards. **Susan will add Christmas card reminders to the Oct. conf call agenda.**

B. To PATH Members

- a. **Use newsletter** as out reach. Include a section on resources for members and an outreach from the RLT letting them know that you are a resource for them.
- b. Engage members on **Facebook**
 - a) Annie suggested a game: Post a pic of your favorite horse to get people entertained.
 - b) Liz did a contest for \$25 PATH bucks.
- c. **Region Conference** - Discussed what is and is not the RLT responsibility at their region conferences and how much time is required. Reps were asked to share how much time they spend as attendees, doing active networking/outreach, and how much time is spent working the conference. Reps reported unanimously that they were involved in the conference planning committee to some extent
 - a) Reps reported helping new conference chairs who might not have been to as many, help as a go between PATH and the chairs when needed.
 - b) Region 8 uses an outside planner but the Region Rep still helps
 - c) Susan stressed that it is important to make sure that reps and their RLT have the time to insure that active outreach and networking is provided during the conference.
 - d) Discussed the difference between the RLT providing passive vs active outreach. Passive is providing an informal setting where networking among attendee could happen, but each attendee needs to initiate it. Active is an organized event or activity that requires and facilitates networking & outreach.
 - e) **Susan invited 3 reps to give input in creating an addendum to the Reg Rep Handbook that would provide guidelines for reps on what all RLTs needs to provide for active outreach at their region conferences and also the resources to help them do it.** This will help insure consistency across regions and provide guidance for incoming reps.

Annie, Leanna, and Shannon volunteered

- f) **Kathy to get back to us on whether new Region Reps can be comped for conference.**

C. To those outside of the PATH Association- Discussion

1. This begins with identifying key opportunities to spread the word about our PATH centers and professionals and our industry.
2. Susan shared that our budgets show that, to date, we have not figured out a good way to identify these important events that would help our centers and industry.
3. Audrey discussed how it was easier as state chair to find local out reach needs because she was actively looking for the center she worked for, which opened the way for PATH as well.
4. Should we stipulate that each region should budget for 2 specific events/opportunities for outreach to the public?

5. Liz suggests reps should hit up disability fairs. Health fairs, etc. (many state are involved already)
6. Use funds for local media ads to get the word out about PATH and centers.

Membership Needs:

Questions from RLT meeting Susan attended

Can we add a check box on membership renewal that state/region reps can contact them?

Due to privacy laws PATH cannot give a list to anyone. Even staff other than Kimberly does not have assessed. But,

Facebook might be an option. If they said yes on website you can contact them via the on-line postings

Shannon did this to get in contact with her people and this is ok with PATH

Kathy to see if we get a link to the list of the center contacts/email by state?

Kathy asked that Susan to discuss the rest of the questions outside the call

Adjournment: Next Conference call is Wednesday, June 21 @ 8 PM EST

Region 6 to attend next Conference call and take minutes.