

Apples Committee

Agenda and Minutes
Wednesday May 5, 2021



Zoom Meeting- ID 502 607 1489 Passcode- 7GXb6A 7pm-8pm Recorded Session

- ★ Moderators- Chrissy and Cassie
- ★ Attendees- Karen, Joan, Dar, Maggie, Lori, Meg, Elaine, Maeve (unknown Attendee- Westr)

****Next meeting will require a waiting room for invitees to be accepted for security purposes****

Conversation Topics

- Announce purpose of Committee- Chrissy and Cassie
 - Grow SETC
 - Enable digital transition
 - Develop stronger online media presence
 - Work towards accreditation of center through Path Standards
 - Enhance donor relations and sourcing
- Planning for social media content creation- Maeve and Cassie
 - Committee in favor of allowing Maeve to become an Admin on social media pages, still requiring Karen/Cassie approval before posting**
 - Ideas presented- Rider/Volunteer/Horse/Instructor WEEKLY highlights with specific donations for each
 - Update Instagram and Facebook to be Non-Profit Statuses with PayPal as a direct option
 - Donations to include- Horse supplies and tack, adaptive rider equipment, toys/learning tools, Continuing education funds for instructors, workshop facilitation donations, creating “drives” for item donations
- Upcoming Fundraisers
 - Reach out to specific companies or corporate sponsors to host/fund events in their name benefitting SETC
 - Bristol Bay Farms (Chrissy’s Farm) to host a Drive in Movie Showing Spirit- TBD next committee meeting on 5/19
- Volunteers and Jobs
 - Topic moved to Committee meeting 5/19 to discuss levels/abilities of volunteers, assigning tasks during lesson hours when volunteer attendance warrants, implementing checklists, inventories, introduction of Path standards regularly