

## Carrots Committee

Agenda and Minutes  
Wednesday May 5, 2021



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

Due to attendance and introduction purposes, the Agenda topics for this meeting were included in the 5/5 meeting with most committee members participating being interested in the Carrots committee.

- \* Moderators- Chrissy and Cassie
- \* Attendees- Karen, Joan, Dar, Maggie, Lori, Meg, Elaine, Maeve (unknown Attendee- Westr)
- Salesforce Input- Cassie explained online records keeping (Non-Confidential Information)
  - Tracking of Volunteers, Donors- past and present (without specific monetary contributions)
  - Data entry for horse records, volunteers, training sessions

\*\*Not yet assigned but hopefully will have takers when internet is available at the barn or more committee members view the zoom recording.

- PATH Standards- Why necessary and how to implement- *Karen, Chrissy, Cassie, Joan, Dar, Maggie*  
*(Zoom recording- 33 minutes for those interested, not in attendance)*
  - Divided into 3 Categories of Standards
    - ✦ Horses/Barn and Facility
    - ✦ Administrative/Documentation
    - ✦ Students/Volunteers/Instructors
  - Checklists for horse care, property maintenance, volunteer task lists
  - Delegation of Standard research with current activities to assess criteria and future implementation
- Barn Organization and Management - *Elaine, Karen, Chrissy*  
*(Zoom recording- 44 Minutes for those interested, not in attendance)*
  - Inventories for price comparison, potential grants/sponsorships
  - Medical Supply lists, inventories, purchasing
  - Hay/Feed/Shavings consumption tracking for budgets, sponsorships, and donations
  - Horse care tracking methods with checklists (Salesforce entry)
  - Delegation of volunteers to replenish/track use weekly- \*\*To Be Assigned\*\*
- Forms and Documents- *Cassie, Karen, Maggie, Joan, Maeve*
  - Update photo consent forms to include rider bios for social media purposes
  - Thank you notes for donations, attendance at fundraisers, sponsorships- *Joan*
  - Creation of 3 tier Donor Letter for "cold calling" and new sponsorship opportunities with current newsletters enclosed.
    - ✦ Personal Letter, direct heartwarming effect
    - ✦ Corporate Letter, Business impact and visibility as caring for community
    - ✦ Event Sponsorships, offer advertising for events listing company name

NOTE: Upon creation of letters, Board of Directors must approve and confirm sending to specific companies and individuals in order to move forward with contacts

\*Content for Website, Publications, Newsletters- briefly discussed for newsletter updates and website usability enhancement. To be elaborated upon next meeting 5/19.