

ACHA Meeting Minutes

May 20th 2018

- Meeting called to order at 8:35 EST
- In attendance: Crystal Smith, Pam Mitcham, Amy Kowalski, Carley Snider, Fallon Ryan, Rachel Parrish, Misty King
- Officer Reports
 - President
 - Convention planning is underway
 - Vice President
 - Treasurer
 - Updated Balance can be found in the Drive under Reports
 - Secretary
 - DOC
 - Social media updates are underway
 - Summer month updates ideas: Highlights from last year's convention, etc.
 - Website updates are complete
 - Representative
 - Recruitment has started; have a canned email ready to send to schools for recruitment; Misty can draft an email, with bylaws, convention dates, dues, etc. and will send to advisors for proofing
- New Business
 - Horsemen of the Month
 - May Nominations: Nicole Smith (Judson College)
 - Located Under President Folder > Horsemen of the Month
 - June Nominations due June 10th
 - Recruitment
 - Contact other clubs and organizations such as Block and Bridle, Dairy Club, etc. to mention us and give out info during their events
 - Recruitment video (Carley will send assignments to chapters and have them due by the fall semester); what each chapter is most proud of in their chapter, scholarship opportunities, resume building skills, etc.

- Carley will draft an outline for video content and will collect clips from chapters based on the assigned content from each chapter and national officer about what they earn from ACHA and enjoy about being a member; Carley will add a folder to her folder in the Drive to add content as it is collected
- Pam will create a spreadsheet of chapter president emails to send information to over the advisors (to avoid miscommunications and encourage more participation, etc.)
- Reach out to current chapter presidents and ask them to recruit to local schools with horse programs; possibility of awarding the school that recruits a new “dues paid” chapter free “*club dues*” for the year
- Cross check schools and add/delete from recruitment spread sheet under Google Drive>Representative; add Facebook/Instagram pages for each school
- National officers will be assigned schools from the recruitment list to research social media avenues
- Announcements
 - Next meeting June 17th at 9:10pm EST
- Meeting adjourned at 10:00pm EST

\$7113.44 profit; ACHA keeps \$2113.44