



Board of Trustees Meeting
Saturday, October 29th, 2022
International Conference – St. Louis, MO
9:15 – 5:00 CT
Minutes

Welcome

Ed Milford

Present: Ed Milford, Susan Becklenberg, Scott Carver, Jessica Normand, Brandan Montminy, Kim Berggren, Adam Daurio, Michael Kaufmann, Lili Kellogg, Robin Kruger, Lynn K. Petr, Ashley Phelps-Dunn, Aviva Vincent, Cliff Williamson

Guests: Marianne Collins, Veronica Lac, Christina Sorensen, Catherine McKinnon, Tom Anderson

Staff: Kathy Alm, Anna Warbritton

The meeting was called to order at 9:30am CT

MOC Meet, Greet and Report (9:15 – 9:30)

Kristin McGraw

B-1 2021-2022 MOC Report

The Membership Outreach Committee has been focusing their efforts on retention for existing PATH Intl. members. The MOC has spent countless volunteer hours gathering data on member retention over the past year. The MOC will be undergoing structural changes in order to increase their effectiveness. Kathy Alm thanked the MOC for their work that they have put into the PATH Intl. membership.

Ice Breaker (9:30 – 10:30)

Michael Kaufmann

Michael Kaufmann led the Board through an ice breaker exercise where the board was split into teams to grade the overall level of diversity, equity and inclusion shown within the hotel. The Board were then able to discuss where they saw different levels of DEI in the hotel and what grade they had given it.

Break (10:30 – 10:45)

Minutes

Ed Milford

C-1 September 26, 2022

Motion: Ashley Phelps-Dunn

Second: Kim Berggren

Approved Minutes of September 26, 2022

CEO Report (10:45 – 11:00)

Kathy Alm

D-1 CEO Report

D-2 Dashboard

CEO Report

Kathy Alm Informed the Board of a complaint filed against PATH Intl. and the steps that were taken to resolve the matter. At this time there is no other action to be taken as Kathy is waiting on a response from the investigator. Kathy thanked the executive committee for their advice in this process.



Dashboard

The dashboard has several items in yellow including the budget. Staffing is a significant impact as we have had to adjust wages to remain competitive. Membership numbers are also being closely monitored as we work on the retention and reactivation campaign.

Governance (11:00 – 11:10)

Brandan Montminy

E-1 Expertise matrix
Committee members

E-1 Expertise Matrix

There were blanks in advocacy and DEI, however, we have a very strong board. Our board has a range of diverse experience. One focus is younger members.
If your experience needs updated, please share that information with Anna so it can be updated.
In two years, we will be losing more of the finance side, so we are keeping an eye on that.

Committee members:

Lili Kellogg
Cliff Williamson
Jessica Normand
Lynn K. Petr
Christina Sorensen
Veronica Lac
Ashley Phelps-Dunn
Motion: Kim Berggren
Second: Cliff Williamson
Governance Committee Members Approved

Finance (11:10 – 11:25)

Scott Carver

F-1 Audit and 990
F-2 Financials 8.31.22
Investment Manager
Committee members

Audit and 990

The management letter is standard and is for internal control; It expresses an opinion on the financials. The financials are the compilation of everything that is reviewed with the finance committee monthly and the Board every other month. The 990 is a public document that is the financial statements made into a tax form.

Investment Manager

The investment manager will be discussed at the November Board meeting.

Audit:

Motion: Sue Becklenberg
Second Lili Kellogg



Audit Approved

990:

Motion: Kim Berggren
Second, Cliff Williamson
990 Approved

8.31.22 Financials

Motion: Sue Becklenberg
Second: Kim Berggren
8.31.22 Financials Approved

Finance committee members: Anna – please list out the committee members

Motion: Kim Berggren
Second: Cliff Williamson
Finance Committee Members Approved

Operational Committee Chair Vote

Ed Milford

G-1 Operational Committee Chair list
Motion: Kim Berggren
Second: Cliff Williamson
Operational Committee Chairs approved

Credentialing Update (11:25 – 11:35)

Kathy Alm

H-1 Credentialing Update
H-2 2022 NCCA Application Denial Summary
Credentialing Update
Bill Lavin, Chair of the Credentialing Council, was unable to make the meeting, so he submitted a written report. Included in the report was comparison data between May 2020 and Oct. 2022. We are at pre-pandemic levels of application. Testing is still lagging; this is primarily due to challenges with mentoring hours. This issue is being addressed. Members are frustrated with the CTRI application process because they are having staffing issues. We submitted for third party accreditation and have received a list of standards that we did not meet which is typical for a first-time submission. These are all addressable issues, and we plan to re-submit in January. This will be communicated at the annual meeting.

Member Connections (11:35 - 11:50)

Jessica Normand/Anna Warbritton

Jessica Normand and Anna Warbritton led the Board through why and how to use Member Connections for board communication and documents. This will be a trial over the next few months before considering using it for board committees.

Horses for Mental Health Campaign (11:50 – 12:00)

Jessica Normand

Jessica shared the success of the Horses for Mental Health Campaign which PATH Intl. participated in and was supported by Zoetis.

Lunch (12:00 – 1:00)

New Trustee Orientation (1:00 – 2:30)

Ed Milford etc.



An orientation presentation was given to the new trustees

Break (2:30 – 2:45)

DEI Sub-Committee Update (2:45 – 3:00)

Cliff Williamson

The Board DEI Sub-Committee will meet to create an action plan to identify who is responsible for the action steps. Documents will be reviewed to determine what will need to be annual reviewed for terminology and what will need to be continually reviewed.

DEI Update (3:00 – 3:30)

Michael Kaufmann, Cliff Williamson, Veronica Lac

I-1 Terminology

Three subcommittees of the DEI committee were formed. The conference subcommittee was responsible for making a more welcoming and inclusive environment at the annual conference. The second subcommittee was terminology. They compiled a glossary of terms to use. The Board asked that the Terminology subcommittee cite sources for reference.

The DEI committee will determine the most effective way of incorporating DEI into the PATH Intl. values.

SOP for responding to events (3:30 – 4:30)

Michael Kaufmann

J-1 SOP Statement

J-2 SOP for Responding to National Events

The Standard Operation Procedure for responding to National events will be used by Ed Milford and Kathy Alm as a starting point in how and when to respond to national events. The Board, staff, volunteers, and members are welcome to recommend events that PATH Intl. should respond to. Ed and Kathy will determine if a response will be made with the consideration of how it effects the member, and values of the organization. Minor edits will be made to the SOP including removing “thoughts and prayers are not enough” and clarifying who “we” is in the statement as the association.

The meeting was called to a recess at 4:35pm CT



Board of Trustees Meeting
Sunday, October 30th, 2022
International Conference – St. Louis, MO
9:00 – 4:30 CT

AHC Presentation (9:00 – 10:00) Julie Broadway
Julie Broadway, President of the American Horse Council, presented on the economic impact study for the horse industry as well as pertinent legislation that the AHC is working on.

Trends – Naylor Report (10:00 – 10:30) Ashley Phelps-Dunn
Ashley presented the 2022 Association Benchmarking Report and led a discussion on how PATH Intl. compares to the results.

Membership Retention/Reactivation Campaign Update (10:30 – 11:00) Kaye Marks
Kaye Marks presented on the progress of developing the Membership Retention and Reactivation Campaign.

Break (11:00 – 11:15)

Update on Industry Partners/Competition (11:15 – 12:00) Kathy Alm
Kathy Alm presented on the various industry partners for PATH Intl. as well as those that are also competitors.

Lunch (12:00 – 1:30)

The meeting was resumed at 1:44pm CT

Risk Tolerance and Investing as a Non-Profit (1:30 – 2:30) Joshua, Merrill Lynch
Joshua from Merrill Lynch presented on the various options for investing.

Board Goals (2:30 – 3:30) KC Henry

The Board Goals for 2022-23 are:

- Each Trustee will perform tasks to receive and/or further their education regarding the equine-assisted services (EAS) industry
- Each Trustee will connect directly with PATH Intl. members by attending state, regional and National conferences, by visiting centers, or by participating in an EAS-related event or activity where PATH Intl. members are present.
- Each Trustee will host an event or activity or disseminate information to their network/community/chosen group that promotes and informs other about PATH Intl.
- All Trustees will serve as an ambassador for PATH Intl and each Trustee will share at least one “ambassador story” during the year.

Motion: Susan Becklenberg

Second: Brandan Montminy

Board Goals for the year Approved



Consent Agenda

Ed Milford

K-1 Finance Minutes September 15, 2022

K-2 Governance Minutes September 15, 2022

Motion: Susan Becklenberg

Second: Kim Berggren

Consent Agenda Approved

Adjourn

Ed Milford

Motion: Kim Berggren

The meeting was adjourned at 3:30pm CT

Important Dates:

Virtual Annual Meeting and Awards Presentation 10:00 – Noon MT, November 15th

Next Board Meeting: 3:30 MT, November 28th