

Cattaraugus County Equestrian Advisory Committee

Meeting Minutes January 18, 2007

Prepared by Becky Smith and Scott Miller 1/30//07

In Attendance:

Advisory Committee; Allan Gerstung, Lenny Brainard, Bob Pfohl, Leah Leising, Jim Leising, Veronica Weber, Tony Orsini, Jim Toner, Jim Little, JoAnne Young, Mary Beth Trenchard, Annie Widger, Charlene Aronson

General Attendance;

Scott Miller, Janet Pfohl, Becky Smith, Terry Martin, Judy Dalton, Ainsley Smith, Janett Ahern

Absent Committee Members; Lori Northrup, Sharon Nolan, Teri Parker, Annet Taapken, Tom Livak,

Agenda Review;

1. Review July and May meeting minutes and approve;

The meeting minutes from the December 14th meeting were reviewed, and approved

2. Subcommittee Chair Updates;

Trails Committee Update- by Veronica Weber

There is clearing of trails going on in Pine Hills area. Local group still waiting for check from NYSHC. Parking area updates for increased access to camping and the addition of a well will help this area tremendously.

Janet P. Trail Work Day at Allegany State Park May 19th at ASP2, 10am.

Al G. Can we have that event added to events page on website.

Marketing/Tourism/Website/Brochure Committee Update- by Annie Widger

Letterhead still not decided upon and the creation of logo. Annie to bring multiple designs.

Becky S- New brochure unveiled. If you want to see corrections or changes let us know.

Charlene A. Would like to know who runs Cattaraugus County Fair Grounds and can we upgrade facilities there.

Advocacy Committee Update- by Leah Leising

Nothing new to report regarding advocacy.

World Horse Expo being held in Syracuse May 11-13. This is a large event and maybe Equine committee should have a booth.

Janet P. Feb 18th is the local chapter of the NYSHC "Roundup" at the Ellicottville Legion. Group should have booth there.

Competition/Events/Education Committee Update- by Charlene Aronson

Can we link our website to Cornell Coop's "Equine Enlightenment" web page. Additionally can www.enchantedmountains.info have a direct equine link?

3. New Brochure;

Scott M. We need updates/suggestions/corrections to finalize brochure.

Becky S. updates and ideas.

4. Equine Video;

Al G. BOCES interested in developing video. Need to decide upon what type of video to create. Committee members would identify location and content. Videos can be tailored to suite different groups and types of riding. Define target audience. Improve economics of county with video. Franklinville is pro-horse.

Tony O. Cattaraugus County is unique because we have so many extras here- casino, skiing, golfing, hunting, fishing, boating, camping. We are a 4 seasons equine dream.

Al G. Committee needs to define which direction it is going. What do we want to accomplish. Economic impact must be stressed. We should vote on video creation going forward.

Joanne Y. Houghton has equipment that a student can use and possibly turn our video needs into a senior project. Al G to contact Dave Huth at Houghton.

Annie W. reported that RIT has a video department and she offered to contact them to see if there was any assistance available.

5. Follow-up of old business;

Annie W. Committee needs to participate in meetings so we can continue to have a quorum.

6. Open discussion;

Scott M. Showed ad that was placed in Trail Rider magazine. Full page ad-touting Cattaraugus County as an equine destination. Becky has been receiving numerous calls and web page hits are also up.

Terry M. Trail easement updates with UB Law School being finalized. General obligations law finding.

Jim L. Handed out a flyer for his Wagon Trains. Also mentioned the Bicentennial Wagon Train 2008 idea brought up at last meeting.

7. Adjournment;

Next meeting is scheduled for Wednesday February 21st at 7pm at the Cattaraugus County Building, Little Valley, NY in the Civil Defense Room on the lower level. Ie; Basement.