

VIRGINIA REGION PONY CLUBS
Regional Council Meeting
November 11, 2017
Warrenton Visitor Center

IN ATTENDANCE	
Regional Supervisor	Carrie Camp (DRHPC)
Vice - Regional Supervisor, Activities	Lisa Woods (LHPC – Jt. DC)
Vice - Regional Supervisor, Administration	Dawn Bellinger Regional Communications: Absent Regional Membership: Absent
Treasurer	Absent
Secretary	Anne Williams (BRHPC - DC)
RIC	Mary Schwentker (RIC Committee member)
HMO	Absent
BRHPC	Anne Williams, DC
CFPC	Cheri Manning, DC Terry Abrams, Jt.-DC Catherine Swinson, Secretary
CWPC	Erin White, Joint DC Jennifer Carpenter, DC Ronald Borta, Member
DRHPC	Gale Winfree, DC Kim Ford
DRPC	Absent
DVPC	Absent
LHPC	Lisa Woods, Joint DC Margaret Good, DC
MBFRC	Kaitlyn Correnti
MOCP	Philippa Fewel, DC
ODHPC	Michelle Arnold, Secretary
RBPC	Nichole Gnozzio, DC
SARC	Absent

Meeting Minutes

- I. Call to Order/Introductions – *Carrie Camp, RS*
 - a. The meeting was called to order at 9:10 a.m.

- II. Approval of the Minutes – *Anne Williams, Secretary*
 - a. MOTION: Michelle Arnold moved that the minutes from the February 19, 2017, Regional Council meeting be approved as presented. Gale Winfree duly seconded the motion.
 - i. DISCUSSION: Anne Williams noted that Jennifer Carpenter pointed out in the spring that there is an error in the minutes regarding the out of region fee

for Polocrosse rally. The minutes currently read that the fee does apply to Polocrosse.

- ii. Michelle Arnold WITHDREW her motion.
- b. MOTION: Jennifer Carpenter moved that the minutes from the February 19, 2017 Regional Council meeting be approved with the correction that the out of region fee would NOT apply to Polocrosse rally in 2017. Erin White duly seconded the motion. There was no discussion.
 - i. VOTE: 12 in favor; 2 abstained. Motion carried.

III. Regional Supervisor's Report – *Carrie Camp, RS*

- a. Carrie delivered an overview of the activities in 2017, which included kudos to rally organizers, HM staff, the RIC committee, and Dawn Bellinger for their hard work.
- b. Carrie provided a financial review from the 2017 activities. SEE ATTACHMENT A
 - i. DISCUSSION: There is a profit reflected for both Champs and the National Test because the Region did not spend as much as they collected. Camp explained that that money would be absorbed in the general fund, but we can decide to provide refunds to those who went to Champs and paid a coaching fee. There is no line item for money collected for Champs as income because this financial snapshot reflects net gain.

IV. Activities Report – *Lisa Woods, Vice – RS, Activities*

- a. Lisa Woods applauded the efforts that were made to keep our rally expenses low. In 2015, we lost approximately \$9,000, in 2016, we lost approximately \$5,000, but in 2017, we only lost \$900.
 - i. The attendance for the rallies in 2017 was:
 - 1. D Rallies – 39
 - 2. Dressage – 63
 - 3. Eventing – 38
 - 4. Games – 22
 - 5. Horseless – 12
 - 6. Polocrosse – 26
 - 7. Quiz – 70
 - 8. Show Jumping – 76
- b. Carrie Camp noted the following for 2018:
 - i. Eventing Rally will be at a different site since we are not able to use Glenwood Park. We could try and use Deep Run Hunt Club, but scheduling is limited at that venue. Carrie has reached out to Morven Park. They are willing to work with us on a price. Other options included following MOC to wherever they are able to put on their horse trials and combine the two, or use the same venue; Kelly's Ford; Great Meadows; Virginia Horse Trials in Lexington; or Lochmoy. Many of these options would involve temporary stalls which is cost-prohibitive. The consensus was to try for Morven Park.
 - ii. We would like to continue with the progression of having Dressage Rally first, then Show Jumping, and then Eventing. To do this, it would be ideal to

have Dressage Rally in April, Show Jumping in May and Eventing in June, but it is unlikely that can occur due to venue and scheduling conflicts.

- iii. Dressage and Tet rallies will be held during the same weekend in 2018. Competitors will not have to choose between the two disciplines – they can do both.

V. RIC Report – *Mary Schwentker, for Cathy Frederickson, RIC*

- a. The preps this year were well-attended (including some out of Region kids) and useful for the members who came. The goal for this year (and what will continue in 2018) is to have the kids who attend the preps to be in front of two National Examiners at a time.
- b. There was a struggle getting kids to sign up, or having them sign up and then not have to pay so they weren't committed and felt they could back out at any minute without a consequence. Some suggestions to resolve this issue were:
 - i. Alter the registration so that kids aren't registered until they have paid;
 - ii. Impose a late fee;
 - iii. Tighten the rules on deadlines; and
 - iv. Have more DC oversight in ensuring kids commit to the preps.
 - 1. The RIC Committee will take these options under advisement, and in the meantime, Dawn will give the RIC Committee access to the registration information in Wild Apricot.
- c. The RIC Committee would like to move our August National Test to October. There are other tests in our zone in August, which would mean that those who wish to test and are in college would have options to do so.
- d. Unmounted HB & HA prep dates for 2018 are January 7th, February 4th & February 18th.

VI. HMO Report – No report

VII. Administration Report – *Dawn Bellinger; Vice- RS—Activities*

- a. SEE ATTACHMENT B
- b. Membership
 - i. Please keep up with the changes in dues so that you are sending checks in the correct amount.
 - ii. Jennifer Carpenter noted that the Wild Apricot system doesn't always produce the correct certifications in the rally lists, so reminded rally organizers to check the USPC site for the correct information.
- c. Wild Apricot
 - i. The Council was asked to consider whether we should continue to use the Wild Apricot system since our rates have increased from \$50 per month to \$70 per month. The consensus was to continue to use it.
- d. Zones
 - i. USPC is encouraging the use of "zones" which would comprise of Regions. Zones would give kids more opportunities, especially for testings and preps.

- e. Advertising
 - i. Dawn has worked very hard to distribute information about the Region. A volunteer is needed to take over the Google Ad key words. We have a \$10,000/month grant from Google to monitor ad words.
 - ii. New banners will be ordered
 - iii. New tri-fold brochures will be printed. They will have space for club's address labels.
 - iv. Dawn reminded the Region to be patient with these new advertising ideas.
 - v. Erin White suggested that the website have more information about what clubs do, not just where they are.
 - vi. Dawn was applauded for her hard work on this advertising venture.

VIII. Budget

- a. A Draft 2018 Budget was presented. See ATTACHMENT C
- b. Annual Meeting
 - i. Carrie proposed that the RS select two (2) Council Officers to attend Annual Meeting.
 - ii. Carrie proposed that for the NYC candidate, their travel budget would be \$500, \$150 for meals, and registration fee paid for by the Region.
 - iii. Dawn asked if someone on the Council wanted to donate the cost of attending Annual Meeting to VRPC, could VRPC then use that money to send the donor to the meeting. Carrie said that was acceptable.
- c. MOTION: Erin White moved to approve the proposal for the travel expenses for NYC candidate. Michelle Arnold duly seconded the motion. VOTE: All in favor, none opposed; Motion carries.
- d. MOTION: Michelle Arnold moved to approve the 2018 Budget as proposed. Gail Winfree duly seconded the motion.
 - i. DISCUSSION: Rally fee structure (See OPTION 1 and OPTION 2 at the bottom of ATTACHMENT C)
 - 1. The consensus was that no one thought Option 2 was a good idea.
 - 2. It was noted that Polocrosse was not listed on either option. Carrie proposed \$35 as the fee, but that the out of region fee would apply.
 - 3. OUTCOME: Motion withdrawn
- e. MOTION: Anne Williams moved to accept the budget presented using rally fee schedule Option 1 and with a \$35 entry fee for Polocrosse but the out of Region fee would apply. Michelle Arnold duly seconded the motion. VOTE: all in favor, none opposed. Motion carries.

IX. NYC Nomination

- a. MOTION: Mary Schwentker moved to nominate both Lindy Davenport of BRHPC and Abigail Winfree of DRHPC to be NYC representatives from Virginia Region. Phillippa Fewel duly seconded the motion. VOTE: All in favor, none opposed. Motion carries.

- X. Officer Elections – *Nominating Committee*
 - a. The Nominating Committee presented a slate of officers
 - i. Regional Supervisor – Carrie Camp
 - ii. Vice RS – Activities—Michelle Arnold
 - iii. Vice RS-Administration—Dawn Bellinger
 - iv. Treasurer – Stephen Vorpahl
 - v. Secretary – Cindy Shelberg
 - vi. RIC – Cathy Frederickson
 - vii. HMO – Stacey Kapinos
 - b. MOTION: Dawn Bellinger moved to accept the slate as presented. Margaret Good duly seconded the motion. VOTE: All in favor, none opposed. Motion carries.

- XI. Regional Volunteer of the Year Award
 - a. Carrie Camp awarded Lisa Woods with the Regional Volunteer of the Year Award. Lisa was thanked for her tremendous help to the Virginia Region.

- XII. 2018 Calendar
 - a. See ATTACHMENT D – all dates are tentative
 - b. January
 - i. 7th – Unmounted Prep
 - c. February
 - i. 4th – Unmounted Prep
 - ii. 10th – Regional Council Meeting
 - iii. 18th – Unmounted Prep
 - iv. 24th – Quiz Rally
 - d. March
 - i. Horseless Rally
 - ii. 11th – RBPC Combined Test
 - e. April
 - i. 21 – DRHPC Horse Trials
 - ii. 28-29 – Loudoun Horse Trials
 - f. May
 - i. 5-6 – Dressage/Tet Rally
 - ii. Show Jumping Rally
 - g. June
 - i. 16-17 – Eventing Rally
 - ii. 24-28th – CWPC Certification and Camp
 - iii. 30th – D Rally
 - h. July
 - i. 6-8 – Nation’s Cup
 - ii. 14th – Champs Picnic
 - iii. 25-29 – CHAMPS
 - i. August
 - i. 25-26 – Loudoun Fall Horse Trials

- ii. August or October – C2 Riding test
- j. September
 - i. 22nd – Games Rally
- k. October
 - i. 27th – Polocrosse Rally

XIII. USPC Report – *Dawn Bellinger*

- a. Clubs can request promotional materials from USPC and they have a list of documents that you can print out at home, as well.
- b. All clubs will need to be using the Central Financial Reporting System. It is not an accounting system, it's a financial reporting system. Dawn reminded the Council to keep Treasurers up to speed.
- c. Visiting Instructor Program – Dawn encouraged clubs to use these kids.
- d. Founder's Award – this award is for volunteers at the local, regional and national levels. Cathy Frederickson will be awarded this year.
- e. As a reminder, the Equine Symposium early bird registration ends on November 15th.
- f. Champs for 2018 will be at Tryon. 2020 is a Festival year. Closing dates for Champs in 2020 will be June 22nd because Festival begins July 13th.

XIV. New Business

- a. Jennifer Carpenter suggested having a Parliamentarian at Regional Council meetings. Anne Williams offered to perform this role. Carrie Camp stated that she didn't feel strict compliance with Robert's Rules was conducive to sharing thoughts and ideas, but was in favor for keeping the meeting on track.

XV. Adjourn

- a. MOTION: Michelle Arnold moved to adjourn the meeting. Gale Winfree duly seconded the motion. Meeting was adjourned at 12:44 p.m.

Respectfully submitted,

Anne M. Williams (BRHPC)

AGENDA

Virginia Region Pony Clubs
Regional Council Meeting
Nov. 11, 2017
Warrenton Visitors Center, Warrenton, Va.

Agenda
Call to Order
Approval of Minutes from last meeting

RS Report on activities and general financial status

Activities

RIC Report

VRS-Activities

Rallies 2017 & thoughts for 2018

Champs 2017 & thoughts for 2018

HMO

VRS-Administration

Membership drive

Advertising

Fundraising

RS presentation of proposed financial plan for 2018

Handbook Revisions/Amendments to Regional Policies

Limit on AM expenses for Officers

Limit on travel expense for NYC representatives

Limit on USPC Officer "Corporate Membership" fees

Approval of 2018 Financial Plan

2018 NYC Nominations/Choice

Regional Volunteer of the Year Award

2018 Officer Election

Nominating Committee Report

Nominations from the floor

Election

2018 TENTATIVE Activities Calendar

USPC Organization

New Business

Adjourn

ATTACHMENT A

Membership Figures:		Account Balances:	
Year	#	12/31/2007	12/31/2017
2008	361	\$29,933.77	\$29,933.77
2009	368	\$24,892.57	\$24,892.57
2010	347	\$24,853.87	\$24,853.87
2011	351	\$14,167.46	\$14,167.46
2012	347	\$31,804.07	\$31,804.07
2013	347	\$31,711.25	\$31,711.25
2014	347	\$28,118.34	\$28,118.34
2015	328	\$22,705.62	\$22,705.62
2016	258	\$20,157.81	\$20,157.81
2017	248	\$23,095.63	\$23,095.63
2018	248	\$23,878.41	\$23,878.41
		\$3,757.74	\$3,757.74
		\$27,636.15	\$27,636.15

	2017	2017	
	amended	Actual	
	approved	Budget	
Revenues:			
Membership Dues	\$6,800.00	\$5,394.00	includes payments made in 2016
Horsemasters Dues	\$0.00	\$0.00	
Fund Raising	\$0.00	\$0.00	
Advertising	\$0.00	\$3,953.00	VA Grant + ads on website
Interest	\$0.00	\$0.00	
Donations	\$600.00	\$1,102.00	generous donations - anonymous
TOTAL Revenue:	\$7,400.00	\$10,449.00	revenue up in spite of lower membership due to grants and donations
Expenses:			
Administration			
Audit	\$150.00	\$0.00	did not yet conduct an audit
Bank Fee	\$21.00	\$1,430.00	includes paypal fees
Membership (corp dues)/bkgrd c	\$300.00	\$200.00	
Regional Meetings	\$400.00	\$1,037.30	Feb 2017 Leadership Meeting
Supplies	\$200.00	\$235.28	tax forms; meeting copies; tax mailings
Website/Software	\$841.00	\$841.00	not yet paid
Advertising	\$1,225.00	\$1,667.14	did not spend full grant
Annual Meeting	\$3,000.00	\$1,828.12	
Assets/Equipment	\$0.00	\$0.00	
Awards/Donations	\$500.00	\$0.00	captured in champs line
Charity	\$0.00	\$0.00	
Grand Prix Award	\$0.00	\$0.00	
NYC	\$1,600.00	\$636.40	
Int'l Exchange	\$0.00	\$0.00	
Awards	\$250.00	\$0.00	
Championships	\$0.00	\$1,536.51	profit on champs
Horse Management	\$200.00	\$0.00	
Horsemasters	\$0.00	\$0.00	
Insurance	\$0.00	\$0.00	
Junior Board (restricted)	\$440.00	\$0.00	
Seminars & Training	\$2,000.00	\$0.00	
Nat'l Certifications	\$0.00	\$1,134.01	profit on National Certs
Rallies	\$0.00	(\$904.15)	lost a bit on Rallies
Clinics & Preps	\$600.00	\$347.60	small profit & did not spend full \$600 grant
TOTAL Expenses:	\$11,727.00	\$9,989.21	
difference	(\$4,327.00)	\$459.79	

330.95
2232.64
2550.44
1188.91
661.1
12277.7
2468.64
21710.4

ATTACHMENT B (1)

Virginia Region Pony Clubs VRS Administration Report November 11, 2017

Membership -

Renewals are going well because most clubs are asking their members to renew online. Only glitch is when clubs send checks for \$20 renewal fee instead of \$26 which is the 2018 rate. Please ask your membership coordinators to change their formula. The renewal fee for 2018 is \$26 and the late fee (for after Nov 15) is \$13.

To date our 10 clubs/2 riding center membership is at 241 broken out by club/center as:

BRHPC - 15	DRHPC - 52	LHPC - 30	ODHPC - 26
CWPC - 34	DRPC - 5	MOCPC - 23	RBPC - 17
CFPC - 9	DVPC - 7	MBFPCRC - 14	SRPCRC - 9

Communications -

Our Wild Apricot fees went up this year from \$50/mo to \$70/mo with a 10% discount for paying annually. Now that we know that USPC has only recently submitted the Rally Registration piece to USEF for build out in their system, this officer will review the software available in the marketplace to replace WA and make a recommendation at the February meeting at which point a decision will be required if we want to implement it in 2019. The WA system provides us with a website, email communications, membership, event registration and newsletter templates. It has dramatically cut down on volunteer time required and improved communication and coordination at the regional level. An "all-in-one" package such as WA is recommended in the future unless and until USPC has something similar to replace it.

Advertising -

A number of efforts have been underway in the Virginia Region to increase our membership.

We've placed 4 full-page ads in Horse Times magazine and have renewed for next year. Horse Times is a free publication circulated to all of Virginia. In addition, HT has asked us to submit articles. To date, we've had three articles written by: Morgan Gerald (won our members' writing contest), HMO Carla Wright, and RIC Cathy Fredrickson. HT gave Morgan an embroidered horse cooler as an award.

We created 5000 bookmarks for distribution to the general public at various horse friendly events. A small packet of bookmarks with a cover letter was mailed to over 500 equine businesses in the zip codes near our current club areas. That distribution list is on our website under "Supporters." In addition, a large packet of bookmarks was mailed to our leadership with a separate cover letter asking them to

**Virginia Region Pony Clubs
VRS Administration Report
November 11, 2017**

distribute the bookmarks to our membership and encourage them to circulate to their friends.

We have consistently created paid advertisements on Facebook which has grown our page "Likes" this year from 495 to 696. The idea here is to increase our social network impact so that there is continual "buzz" in the ether around our brand. To date, the most successful advertisement has been a post about an upcoming Tutoring Tuesday by the co-inventor of Flair Equine Nasal Strips (this Tuesday, Nov 14th) with 9751 reaches, 270 reactions and 78 shares!

We have been using our Google Adwords Grant to place advertisements on google search results with keywords such as "riding lessons," "horseback riding," and "pony club" within specific zip codes near our current club and center distribution. We could use help maintaining our Adwords campaign if anyone knows any parent who has Adwords experience and might be available to assist in this effort.

Plans continue into 2018 as well. We will be hosting a booth at the Washington International Horse Show with Capital & Maryland regions. We will be ordering new VRPC banners to replace the old inaccurate ones. We will have ready for distribution at Quiz rally a new glossy trifold brochure about pony club with a space for each club to add an address label sticker with their contact information. If you have ideas for advertising in Virginia Region, please contact Dawn at bellingerdr@gmail.com.

Increasing membership organically takes time and is difficult to evaluate the success. Hopefully, each club and center is seeing increased inquiries, which is the first step. At the regional level, we have had positive reactions from the community and have forwarded a few inquiries on to the appropriate people.

Respectfully submitted,
Dawn Bellinger
VRS Administration

(3)

2017 VRPC Advertising Budget

Actual

Date	Notes	Income	Expenses	Balance
	TOTAL	\$5,150.00	\$1,767.14	
3/7/2017	Base Funding from VRPC	\$1,225.00		\$1,225.00
2/28/2017	Grant Application Copies		\$15.92	\$1,209.08
3/8/2017	Horse Times Advertising 2017		\$400.00	\$809.08
3/12/2017	FaceBook Ad		\$20.00	\$789.08
4/23/2017	Fedex Office (bookmarks)		\$95.40	\$693.68
4/23/2017	Middleburg Hunt Point-to-Point		\$100.00	\$593.68
6/21/2017	FaceBook Ad		\$25.01	\$568.67
6/29/2017	FaceBook Ad		\$31.79	\$536.88
7/18/2017	Labels & Envelopes		\$13.91	\$522.97
7/31/2017	FaceBook Ad		\$42.00	\$480.97
8/24/2017	Mailing Copies		\$181.79	\$299.18
8/30/2017	Mailing Copies		\$16.09	\$283.09
9/1/2017	VHIB Grant	\$3,925.00		\$4,208.09
9/5/2017	Postage		\$143.14	\$4,064.95
9/8/2017	Postage		\$20.09	\$4,044.86
9/30/2017	FaceBook Ad		\$30.00	\$4,014.86
10/6/2017	Horse Times Advertising 2018		\$400.00	\$3,614.86
10/16/2017	Wendy Addiss (Logo Redo)		\$22.00	\$3,592.86
8/29/2017	Postage		\$210.00	\$3,382.86

VRPC Tentative Calendar 2018

ATTACHMENT
D

- Jan 24-29 USPC Equine Symposium & Convention (Louisville KY)
January 7 C-2 and up unmounted prep (Location TBD)
January 21 C-2 and up unmounted prep (Location TBD)
- February 10 VRPC Regional Meeting & Rally Planners Meeting
February 4 C-2 and up unmounted prep (Location TBD)
February 18 C-2 and up unmounted prep (Location TBD)
February 24 VRPC Qualifying Quiz Rally (Frying Pan Park)
- March ? VRPC Horseless Rally (Location TBD)
March 11 RBPC Combined Test (Frying Pan Park)
- April 21 DRHPC Horse Trials (Deep Run Hunt Club)
April 28-29 LHPC Horse Trials (Morven Park)
- May 5-6 VRPC Qualifying Dressage and Tetrathlon Rallies (Deep Run Hunt Club)
May 26-27 VRPC Qualifying Show Jumping Rally (Morven Park, LHPC Hosts)
- June 16-17 VRPC Qualifying Eventing Rally (Location TBD)
June 22-24 Surefire Horse Trials (last qualifier for Champs eventing)
June 24 VRPC Champs Closing Date!
June 24 CWPC D-2 through C-2 Testing
June 25-28 CWPC Summer Camp
Jun 30-Jul 1 VRPC D-1/D-2/D-3 Rallies (final date and location TBD)
- July 2 USPC Champs Closing Date!!
July 6-8 Nation's Cup (Location ?)
July 15 Champs Prep Picnic (Location TBD)
July 25-29 USPC Championships (Tryon, NC)
- August ? Regional C-2 Test (riding only) OR National Test hosted by VRPC (Location TBD)
- Sept 22 VRPC Qualifying Games Rally (Location TBD)
- October ? Regional C-2 Test (riding only) OR National Test hosted by VRPC (Location TBD)
October 27 VRPC Qualifying Polocrosse Rally (and Tournament?) (Jennifer Carpenter's)
- November 3 VRPC Regional Meeting (Warrenton)