

Region 3 Board Meeting
 February 9, 2018 – Albuquerque, NM
 Potter's Room
 6 – 8:30 PM (Will strive for 2 ½ hour meeting)

Call to Order: 6:12

Attendance

Present: *Chuck Smith*, President, Treasurer, Historian; *Lin Ward*, Vice President, Region 1 Rep, Elections, Safety; *Juleen Feazell*, Past President, Awards, Membership Chair; *Kerry Bingham*, secretary, webmaster; *Devon Daney*, District 2 Rep; *Diane Wingle*, ride book coordinator; *Bill Wingle*, National Board Representative; *Sharon Roper*, Past President, National Board Rep Alternate; *Kay Gunckel*, National Board Representative; *Donna Dandy*, Advertising; *Dayna Morgan*, District 1 Rep.; *Cathy Cumberworth*, District 2 Rep.; *Calleen Olsen*, Board of Directors At-Large; Absent: Dianna Thearin Guests: Dave Dashner, Hannah Clark

Secretaries Report: Kay made a motion to accept the minutes of September 22, 2017 as written. Calleen seconded

Treasurer's Report: Chuck Smith presented his Treasurer's Report. Region 3 made a small profit, but a profit nonetheless of \$54.86 in 2017. One large non-typical expense we had in 2017 was the remaining balance of our new rider vests which was \$1,050.00. Without that expense, we would have had a profit of \$1,104.86 which would have been slightly lower than 2016. Even though Region 3 is not making a large profit this year, we are very financially stable and have been for many years. In the past ten years, the region has lost money in one year only which was 2012.

National membership dues are down from 2016 in large part due to the free 1st year memberships being offered. Since national doesn't receive any money, the region doesn't either. The key is to encourage those free memberships to renew the second year which benefits us both. On the renewing members, Region 3 receives \$20 from every yearly family membership, and \$15 from every yearly single membership. In 2009, Region 3 membership dues income was \$2,760 which is a significant change to our current, and past several years.

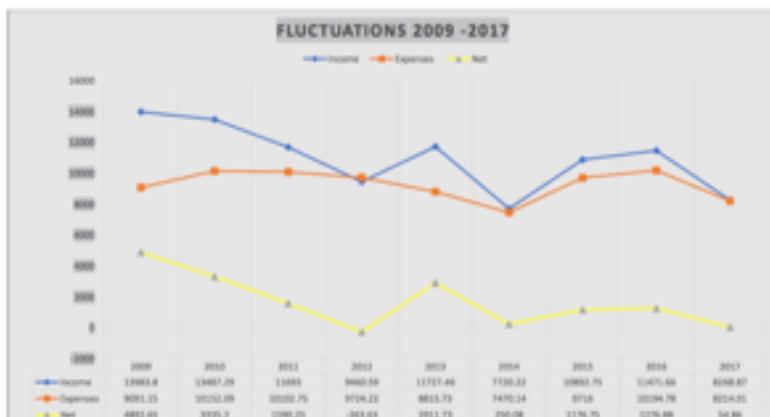
All Region 3 ride fees have been received, however that income is down \$316 from 2016. This does fluctuate from year to year based on rider attendance and junior discounts which is what our ride fees are calculated on. Before the junior discount was offered, ride dues income was around \$3,000. In years since the discount, income ranges from \$1,000 - \$1,500 every year. Regional dues per rider (member and non), have not been evaluated in many years. Two possible ways of increasing our ride dues would be to lower the junior discount, and/or raise the cost per rider. However, that does potentially put more strain on the individual rides and managers.

The benefit ride profit was down from 2016, but still successful in making \$1,750.

NBOD Expenses are down \$300 from 2016.

Year End Awards are also down \$400 from 2016.

Lin moved to accept the Treasurers's Report. Dayna seconded.



CD's and Savings Accts. As of 12/31/17	
Reserve/General Savings	\$10,627.26
Sue Bretag- Used for Adv & Award	\$5,659.83
Ken Burkdoll-Used for Award	\$1,114.80
Ruth Tyree - Used for Award	\$961.57
Total	\$18,363.46

NATRC Region 3, Inc.				
1 YEAR STATEMENT				
TREASURY REPORT 2017				
DATE	DESCRIPTION	Deposits	Withdrawals	ACCOUNT BALANCE
			Balance Brought Forward	\$29,456.31
03/01/17	Kay Guckel NBOD Expenses February		\$509.60	\$28,946.71
03/01/17	John Home NBOD Expenses February		\$867.67	\$28,079.04
03/01/17	Vest Numbers Purchased	\$180.00		\$28,259.04
03/11/17	Diane Wingle Ride Book Printing		\$578.73	\$27,680.31
03/11/17	Dianna Thearin Worker Awards		\$1,317.50	\$26,362.81
03/23/17	Regional Dues February	\$15.00		\$26,377.81
03/23/17	Ride Book Ad's Sold	\$505.00		\$25,872.81
03/23/17	Silent Auction	\$568.00		\$25,304.81
03/23/17	Regional Ride Auctions	\$2,505.00		\$22,800.81
03/23/17	Vest Numbers Purchased	\$100.00		\$22,700.81
03/23/17	Credit Card Bank Fee's		\$49.39	\$22,651.42
03/23/17	Final Convention Profit	\$325.79		\$22,977.21
03/23/17	Diane Wingle Ride Book Postage		\$260.10	\$22,717.11
03/24/17	Regional Dues March	\$100.00		\$22,617.11
03/24/17	Vest Numbers Purchased	\$30.00		\$22,587.11
04/10/17	Regional Dues April	\$185.00		\$22,402.11
04/15/17	Vest Numbers Purchased	\$50.00		\$22,352.11
04/20/17	Vest Numbers Purchased	\$100.00		\$22,252.11
04/21/17	Evelyn Allen - Final Payment Rider Vests		\$1,050.00	\$21,202.11
04/25/17	Ride Book Ad's Sold	\$50.00		\$21,152.11
05/01/17	Caballo Canyon Fee's	\$94.00		\$21,058.11
05/10/17	Regional Dues May	\$150.00		\$20,908.11
05/14/17	Lasting Impressions Year End Awards		\$1,358.00	\$19,550.11
05/14/17	Juleen Feazell Year End Awards		\$485.00	\$19,065.11
05/25/17	Navajo Lake Fee's	\$57.00		\$18,998.11
05/25/17	Ride Book Ad's Sold	\$25.00		\$18,973.11
06/21/17	AFA Ride Fee's	\$228.00		\$18,745.11
07/03/17	Regional Dues June	\$30.00		\$18,715.11
08/24/17	Chicken Creek Fee's	\$149.00		\$18,566.11
08/24/17	Benefit Ride Profit	\$1,750.00		\$16,816.11
08/24/17	Music Meadow's Fee's	\$227.00		\$16,589.11
08/28/17	Hartsel Ranch Ribbons	\$69.36		\$16,519.75
08/28/17	Kay Guckel NBOD Expenses July		\$244.59	\$16,275.16
09/01/17	Ribbon Ranch		\$79.50	\$16,195.66
09/01/17	Ribbon Ranch		\$134.50	\$16,061.16
09/25/17	Ribbon Purchased - Chokacherry	\$15.00		\$16,046.16
09/25/17	Chokacherry Fee's	\$59.00		\$15,987.16
11/14/17	John Home NBOD Expenses July		\$901.01	\$15,086.15
11/30/17	Regional Dues November	\$30.00		\$15,056.15
12/15/17	Kay Guckel NBOD Expenses Nov		\$177.15	\$14,879.00
12/29/17	CO Trail Fee's	\$71.00		\$14,808.00
12/29/17	Hartsel Ranch Fee's	\$206.00		\$14,602.00
12/29/17	CO Trail Ribbons	\$57.12		\$14,544.88
12/29/17	Bill Wingle 2017 Calendars - Awards		\$106.35	\$14,438.53
12/29/17	NATRC - Kay Guckel Shared Board Nov, 17		\$94.92	\$14,343.61
12/29/17	Regional Dues December	\$190.00		\$14,153.61
12/31/17	Interest Earned	\$147.60		\$14,301.21
	TOTAL INCOME	\$8,268.87		
	TOTAL EXPENSES		\$8,214.01	

NATRC Region 3 Grouped Income & Expenses - January - December 2017
2017

Revenue	
Auctions - RIDES	\$ 2,505.00
Benefit Profit	\$ 1,750.00
Convention Profit	\$ 325.79
Calendar Purchases	
Donations	
Membership Dues	\$ 700.00
Year End Awards	
Ride Book Ads	\$ 580.00
Ride Dues	\$ 1,091.00
Silent Auction	\$ 568.00
Vest Sales	\$ 460.00
Saddle Auction	
Saddle Raffle (Convention 15')	
US Treasury Dept. Of Ag.	
VOID Checks	
Ribbons Purchased - Ride	\$ 141.48
Ride Start Up Funds	
Tack Sale (National)	
Savings (Advertising Acct)	
Trail Improvement	
Interest Earned	\$ 147.60
Total Income	\$ 8,268.87

Expenses	
Advertising	
Auctions - RIDES	
Business Cards	
Chevrons	
Corporate Fee's	
Credit Card Bank Fee's	\$ 49.39
Donations	
Equipment	
Gifts	
Horse Expo	
NBOD Expenses	\$ 2,794.94
Postage	\$ 260.10
Premier Parking	
Reimburse 1st Year Members	
Ride Ribbons	\$ 214.00
Ride Book	\$ 578.73
Ride Certificates (From 2010)	
Ride Fee's Overpayment	
Ride Start Up Funds	
Saddle Raffle (Convention 15')	
Safety/Supplies	
Stimp	
Trail Improvement	
New Vest Numbers	\$ 1,050.00
Website	
Year End Awards	\$ 3,268.85
Total Expenses	\$ 8,214.01
Net Operating Income	\$ 54.86

Committee Reports:

Awards Report: Juleen Feazell - Juleen presented a spreadsheet containing awards costs (see below). Hannah discussed a new award that she and Kay are sponsoring, "The most improved new rider award". They think that Kevin Shoenecker would be great, but think we need a better way to evaluate who the winner should be for next year. She does not want it based on judge's scores....but just overall improvement. Perhaps voting....collect nominations and a committee comes to a decision. We agreed that they should attend at least 3 rides. They are on board to sponsor this for a few years. Lin moved that we sponsor a new most improved Novice award allowing Kay and Hannah to set the criteria and have agreed to sponsor it for the next year. The two of them along with Dayna Morgan and Sharon Roper will be the committee and will have the final decision. on who the award will be given to. Seconded by Cathy.

2017 - NATRC Region 3 Award Costs				
DATE	Award Type	Vendor	Amount	Paid by/Check #
11/23/17	100% Club jackets - 2 vests, 6 jackets	Riding Warehouse	\$478.16	Juleen Vas
12/29/17	Engraved Halter CP Champion Horse - 1	Schmidlers	\$62.88	Juleen Vas
12/31/17	Mirage Wine Glass & Mug Pitcher & glasses	Wayfar	\$75.51	Juleen Vas
1/8/18	Horse Blankets - CP Champion Horse - 2	Riding Warehouse	\$68.43	Juleen Vas
1/8/18	Horse Blankets - Novice - 4	Riding Warehouse	\$171.43	Juleen Vas
1/26/18	Special Trophies Awards - 5 Trophies	Dale's Signs Gate Arnett	\$300.00	Juleen - 5186
2/1/18	Medallions, Mirage Glasses, Traveling Trophy Tags	Lasting Impressions	\$763.76	Juleen-5188
2/3/18	Embroidering - Horse blankets @ \$912.00	Stitchworks	\$72.00	Juleen/5189
2/3/18	Embroidering - 100% Club Jackets @ \$10.00		\$80.00	Juleen/5189
	Total Out of Pocket - Feazell		\$2072.29	
	Less - Novice Most Improved	Sponsor Kay Guckel & Hannah Clark	-\$40.00	
	Less - Novice 1st Year Horse	Sponsor John Home & Dianna Thearin	-\$50.00	
		Sponsors to pay Region 3		
	Total Region 3 spent on Awards for 2017		\$1982.29	

Facebook Page: Cathy Cumberworth - We all agreed that Facebook activity about our region and our sport is definitely up. BUT, still not enough! AERC seems to do more. Devon suggested doing a forum type....something to spark conversation. We need to post more pictures as well.

Historian Report: No report. This position is open for anyone who would care to take it over.

Membership Report: Juleen Feazell - see report below. Juleen thinks they need to do better about contacting new members. Dayna is going send out packets as discussed at the last meeting. Diane Wingle is sending out ride books to new members as well. Lin brought up the topic of coupons to give to new members, say for \$50. They could use it for a ride, a clinic, whatever. Ride managers submit the coupon to our secretary (Chuck) who will reimburse them. Chuck will make certificates and they could travel with the ribbons.

Membership Chair Report - 02/09/18							
Membership Type/Members	2016	2017	2018	2016 Free Renewed	2017 Free Renewed	2016/2017 Free ReNewed	2016-2018 Renewal
Life Time Members - Single	11	12	12				
Life Time Members - Family x2	26	24	24				
Juniors	4	2					
Single Adult	72	82	20				
Family x2	38	52	14				
Free 1st Time Junior	2	1		1			
Free 1st Time Single	39	22	12	9	2		
Free 1st Time Family	24	11		3	1	2	1
Total Members	216	206	82	13	3		
Members Not Renewed							
Juniors	3	1					
Single Adult	26	19					
Family x2	18	6					
Free Junior Not Renewed		1					
Free Single Not Renewed		32					
Free Family Not Renewed		21					
Total Not Renewed	47	80					
Total of Potential Members	263	286					
As of 01/31/18							

National Board Members Report & Rule Changes: Kay Gunckel - Chuck introduced our new National Board Member, Bill Wingle. Kay said he has already has made an impact. We are well represented! Bill reported that Margaret Reynolds had made a presentation about the decline of our organization. Her presentation seemed to have an effect on the board. We can't keep doing what we're doing....have to think outside the box. Being in the marketing field, Margaret has suggested that they form a group of new riders and are looking into what riders want. They will present their findings at at the next board meeting. Bill also reported about the rule changes discussed at the National Board Meeting. Allowing time allotment to competitors to stop and help their friends. Stabling: some rides had pens, but not enough for everybody... If

there are enough pens for the entire division (such as all Open riders) they may be used. DO being the first or second day of the ride....Use to be just first, now can be either day. Combining divisions based on the number in the class...Bill's suggestion. It has been approved to move forward, which means they will think about it and vote later. He also suggested that for small groups that have tiny classes to merge them into one class (for example less than 6). So if there are 4 heavyweights and 3 lightweights they can earn more points. It has its pros and cons and Bill is looking for feedback.

One thing that came up in membership statistics, what percentage of the people rode zero rides? Of all of the people involved in NATRC what percent don't ride? 27% rode zero rides. We discussed AERC and its popularity....way fewer rules. We are going to look at our rules and see if we can condense them, not have repetitive language and make it thinner than AERC's rulebook!

Also rule change on a CP horse. Rules say they have to be 4 years old. But for the National CP Award is says they have to be 5. We all agreed that if they are allowed to compete at age 4 they should be eligible.

Kay - Working on the wording of how many points you earn on how many starters vs. # of finishers.

National is also interested in having a a C ride with 8-12 miles of riding. Adult division, junior division....much lower fee. Judged... Could slow down the ride was a concern. Some regions are already trying it.

Kay said they are looking for a dedicated proofreader, a dedicated publicity and marketing person for National.

If you want to to be eligible for breed awards you need to be sure to belong to your breed's organization.

Riding Warehouse banner....we try to put it up at each ride. Take pictures of people in front of the banner and post on social media. We ought to give Facebook time to all of our sponsors.

Nominating Committee Report: Lin Ward - Thought she got pretty good response on the voting. Bill expressed concern about having current email addresses. Chuck has updated our board of directors. He will email it to us so that we can see what all of the terms are and when they are up. (Get from Chuck!)

Publicity/Advertising Report: Donna Dandy - In December 2017, from our new member list and clinic participants new to NATRC, I made 40 copies of the convention information sheet, in color, along with registration sheet and added a typed note on the back inviting them to the convention and we would have wonderful speakers and vendors. In addition I added our ride dates/locations to ensure they had our ride schedule early for planning. Cost was \$20.

In January 2018 the New Mexico Horse Journal created a Fast Blast that ran till Feb. 4th, highlighting the National Convention location, speakers and seminars - cost \$40. In addition ads were placed in Albuquerque Craigslist with the convention documents under agricultural site. Plus, approximately 14 groups on Facebook were posted with Convention info. Some are: Endurance Horses Forum, Gaited Endurance, New Mexico Horse Council, Everything Equine NM, Horseback Trail Riders, Cloud Riders of NM, Endurance Riders, Northern NM Equine Services, Mules of NM, Ride Colorado, NM Horsemen, Horse Talk, Utah Horse, Colorado Horse Network, Colorado Trail Riding Club, Utah Horse Shows, and more.

New Mexico Horse Journal will print hardcopies for the March/April issue with our Free Membership ad for new members and ride dates with locations. They have 5 issues 1st print cost with design fee and 20% off is \$143, thereafter \$104 for a quarter page. Each print payment is within the quarterly period or trimester allotted cost cap, with exception to issue 2 and 3 which payment is due in the same trimester and exceeds \$200 by \$8 for quarter size ad. If the ad goes to 1/3 page the cost would be \$177. The 1st print then \$134 for each print afterwards.

4th Q 2017	\$20
1st Q 2018	\$40 Fast Blast
	\$143 1st printed ad
2nd Q 2018	\$104 2nd printed ad

3rd Q 2018 \$104 3rd printed ad
 \$104 4th printed ad = Sept/Oct printing

Projected Total \$505.00

Do we want to go ahead and pay for May June July and August? Dayna made a motion that we pay for the ad for the year. Cathy seconded.

Ride Book/Ride Coordinator Report: Diane Wingle - We have a total of 9 rides for this year. and two potential sanctioned clinics. Island in the Sky is making it's every other year appearance, Hartsel is coming back. Rush to the Brett Gray Ranch is our new ride. We had 500 copies of the ride book printed this year. They are not intended to leave in feed stores, etc., as they cost about \$1.11 each. Each year SJVTR has sponsored a page for \$100 for their Land of Enchantment award. She didn't charge Rocky Mtn. Hat Trick are promoting rides and perhaps they should not be paying full price, but not free since they are promoting our sport. Bill Wingle made a motion that is someone wants to put in an ad to advertise rides they pay full price. Devon seconded.

Stirrup Editor Report: John Volkerding - no report

Supply/Safety Report: Lin Ward - The safety Boxes are probably in the SJVTR trailer. Chuck can take them to NAN. Chuck will check them before sending them to NAN.

Webmaster Report: Kerry Bingham - Will get the Region 3 website updated soon!

Worker Points: Dianna Thearin - no report

Old Business:

1. 501c3 for CO and NM – Update - Chuck said that we still don't have it because Region 3 was never a corporation. So now we are an actual corporation. But 501c3 is next...
2. Scholarship Funds – Chuck – **Completed** Chuck passed out the guidelines for the new NATRC Region 3 Student Scholarship Program Guidelines.

NATRC Region 3 Student Loan Program Guidelines

1. Student loans are available up to \$1,000 per person/year, at the discretion of the NATRC Region 3 Board of Directors, after proper applications and supporting documents have been submitted.
2. Preference will be given to a full-time student who has been a member of NATRC Region 3 or whose family has been an active member of NATRC Region 3 for at least three years. Secondary consideration will also be given to a student or a student's family who has been an active member of NATRC Region 3 for less than three years, but at least one year.
3. A loan will be made based upon financial need, scholastic achievement, and character of the applicant as determined by the NATRC Region 3 Board of Directors.
4. A loan is to be repaid in monthly installments with an annual interest rate of 3% charged on that loan.
5. Payments will begin no later than six months following graduation or to begin within two months when the recipient ceases to be a full time student.
6. Loan recipient will be given a loan amortization schedule by the Region 3 Treasurer including all interest and principal payments owed to NATRC Region 3, and will be tracked by the Region 3 Treasurer until all monies due are paid in full.
7. Monthly loan payments will be calculated on a repayment of three years or thirty six months.
8. All unpaid balances due to NATRC Region 3 with the three year repayment period will be considered default and appropriate means of collection will take place.
9. Scholarships will not not considered if student does not maintain at least a 3.0 GPA.
10. High School and/or College transcripts will be required in submitting scholarship application.
11. Deadline for submittal of request is May 1st.

NATRC Region 3 Student Scholarship Program Guidelines

1. Student scholarships are available up to \$500 per person/year, at the discretion of the NATRC Region 3 Board of Directors, after proper applications and supporting documents have been submitted.
2. Preference will be given to a full-time student who has been a member of NATRC Region 3 or whose family has been an active member of NATRC Region 3 for at least three years. Secondary consideration will also be given to a student or a student's family who has been an active member of NATRC Region 3 for less than three years, but at least one year.
3. A scholarship will be made based upon financial need, scholastic achievement, and character of the applicant as determined by the NATRC Region 3 Board of Directors.
4. Scholarship applications can be for any field of study.
5. Scholarship applications will require three non-family references with each reference submitting a formal letter stating why said recipient should be in consideration of a scholarship.
6. Recipient requesting a scholarship will submit a two page essay on their planned field of study, and their plans for after graduating in said field.
7. Scholarships will not be considered if student does not maintain at least a 3.0 GPA.
8. High School and/or College transcripts will be required in submitting scholarship application.
9. Deadline for submittal of request is May 1st.

3. Kay made a motion to accept and Calleen seconded the Loan Guidelines. Bill made a motion to delete the verbiage about the animal field study to allow all fields of study. Kerry made a motion to add May 1st deadline to document. Cathy seconded.
4. National Convention – Update – Juleen & Chuck - It's going wonderful! We should break even. :)
5. New Member Packets – Chuck – **Completed**

New Business:

1. Welcome Bill Wingle (BOD), Sharon Roper-Dashner (Alternate), Devon Daney (Reg BOD) Chuck resigned as alternate and Sharon is taking over for him.
2. Discussion - Region District Guidelines (Vote in September) Chuck wants us to think about getting rid of districts in case there isn't someone who wants to run in their district. He doesn't know if other regions even have districts. Kay will look into what the other districts do. It would sure make it easier to fill positions in the Board of Directors. Just Chucks opinion and something to think about.
3. New Award – Hannah Clark & Kay Gunckel (see above)
4. Cloud Back-up of Region 3 Board Documents - Chuck thinks we need to have our docs on the Cloud. Bill suggests Good Sync...the program costs about \$20. Dayna made a motion for setting up and paying for Cloud backup in the amount of under \$50. Calleen seconded.
5. Juleen shared her business cards she made for the Hat Trick.
6. Executive Session -
7. Kay Gunckle would like for ride managers to squeeze in church either Saturday evening after briefing.
8. Elect officers for 2018
Kerry's term is up for BOD but can continue as secretary. Juleen motioned for Chuck to continue as treasurer. Vice president will be Lin Ward. Dayna made the motion and Chuck seconded. Juleen made a motion for Chuck to continue as president. Dayna seconded.

Lin brought up membership again. She'd like a way to reward members to bring a friend. \$10 to bring a friend.

Next meeting – To be determined
Adjourned 8:50

Respectfully submitted by: Kerry Bingham