

Region 3 Board Meeting March 27, 2020 – ONLINE

This meeting was regularly scheduled to occur at the Region 3 Convention, which was cancelled due to COVID/19. A decision was made to meet online. Using the link <https://meet.google.com/atp-ksoe-uiq> members and guests were able to virtually meet. Region 3 President, Dayna Morgan, presided. The meeting was to begin at 3:15 and actually began at 3:40 due to working out technical issues. The meeting was managed by Micahlynn Kaza. Some regular parts of the meeting were omitted due to time constraints.

Call to Order:

Attendance: Present: Dayna Morgan, Chuck Smith, Kerry Bingham, Bill Wingle, Laurie DiNatalie, Sharon Roper, Juleen Feazell, Lindsay Matthews, Linda Johnson-Conne, Devon Daney, Scarlett Hager, Jordan Junkermann, Meaghan Monahan, Cathy Cumberworth, Dianna Thearin, Kat Bonham

Absent: Kirt VanPoolen,

Guests:

Secretaries Report:

Treasurer's Report:

Committee Reports:

Awards Report:

Facebook Page:

Historian Report: ***Vacant* Need new historian**

Membership Report: ***VACANT* Need new Membership Lead**

National Board Members Report & Rule Changes: Bill Wingle

Bill informed us of possible changes in Novice on the National Level. The idea is to do 1-6 place National High Point Novice horse and horsemanship awards just like we do for Open and CP. There will also be a national Novice team award, kind of like Presidents Cup for Novice. It won't be called a National Championship....but it will be called High Point Novice Team. There will also be a new High Point CP Team award.

It was also reported that the national website is still having issues and the new contractor is not getting the job done. They suspect they will have to recreate the national website. A new RMS is indefinitely delayed.

Rule changes are in the Hoofprint winter addition. A few rule changes to discuss:

*There is a change on "novicing out" or being forced out of novice into competitive pleasure. Instead of five 1st's, we propose using a point system. When a rider has earned 250 points (using the point chart inside the Ride Book) they must move to CP or Open.

*The National Board has suggested changing a few things in the Leisure Division. First of all, add an "experienced" division so that seasoned competitors who are doing a Leisure ride for whatever reason, will not compete against people who are doing the sport for the first time. Also, will cut back to 1-6 places instead of 1-10.

*The two mile rule will be changed to the Forward Motion Rule. About one mile for the Leisure Division. Still about two miles for everyone else. For insurance purposes, LED riders who are spending the night need to have stable checks. They're not scored, but they need to be safe.

*The National Board has Presidents cup is now required to have four out of state competitions. In 2021, one of those needs to be out or region.

*Continuing free membership through 2020.

Nominating Committee Report: ***VACANT* Need New VP**

Publicity/Advertising Report: **VACANT**

Stirrup Editor Report:

Supply/Safety Report: Chuck wants to donate the horse first aid kit but the region has to pay to restock it. Benadine, suture kit, etc. It has come in handy a few times already. It would travel from ride to ride with the vests. The ride manager would replace whatever might get used to get reimbursed or let Dayna or the next ride manager know what is needed for the box so that we can keep it stocked. A question arose about the liability of administering drugs to horses, and Chuck said that as long as a veterinarian administered it, we would be okay.

Webmaster Report:

Worker Points:

Old Business:

1. Region District Guidelines – Cover in New Business Market Plan
2. Events N3 should attend – Cover in Marketing Plan
3. Do we pursue 501C3 – We decided to keep this on the list. At the moment we are not sure if it is worth the effort, but we want to continue looking at it.
4. New member incentive ride coupon – To be covered in New Business (See R3 Standing Rules Ride Management)
5. Susie Witter Award (Previous Most Improved Novice Award) – Costs of this award covered by R3

New Business:

1. Welcome New Board Members:
NATRC Region 3 Board Members

District 1	Dayna Morgan Linda Johnson-Conne Lindsay Mathews	Exp. Dec 2022 – Eligible for renewal Exp. Dec 2022 – Eligible for renewal Exp. Dec 2022 – Eligible for renewal
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District 2	Juleen Feazell Devon Daney Scarlett Hager	Exp Dec 2020 Exp Dec 2022 – Final Term Exp Dec 2022 – Final Term
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At Large	Jordan Junkermann Meaghan Monahan Kirt Vanpoolen	Exp Dec 2022 – Eligible for renewal Exp Dec 2022 - Eligible for renewal Exp Dec 2022 – Eligible for renewal
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National Board

Bill Wingle (Sr. Board Member)	Exp. Dec 2020
Laurie DeNatale	Exp. Dec 2021
Sharon Roper – Alternate	Exp. Dec 2022

President – Dayna Morgan

VP – TBD
Kerry Bingham – Secretary
Treasure – Chuck Smith

2. Region III Standing Rules – The following standing rules were discussed and actions taken are noted in **BOLD**.

1. (1) R3 member fee raised to \$7/member \$8/non-member - **APPROVED**
2. (2) Reminder letters (sent out February each year) to those not yet renewing memberships – **CHANGED TO EMAIL INSTEAD OF LETTER**
3. (3) Newletters for non-members \$8.00 **REMOVED**
4. (5) REGION III Boundaries
 - District 1 – All of Colorado east of Continental Divide, Wyoming, Montana, Alberta, Saskatchewan
 - District 2 – South of I-70 and west of Continental Divide Colorado, Utah, New Mexico**KEEP**
 - (5c) Increase Board members to 3 persons per District - **UPDATED**
5. (8) Ride Start UP Grant of \$500 – Dayna discussed the procedure of obtaining the grant. Do we want to keep it? It was mentioned that ride managers don't even know about it. We are updating the standing rules and will disperse them to membership soon. **KEEP**
6. (12) March 2013 BOD allocated \$200 per trimester for use of publicity/advertising without Board Approval – It was decided that even though we don't need it now we may for future use. **KEEP**
7. (16) WHEN A MEMBER OF R3 passes away or member's immediate family passes, Board to send flowers or donation not to exceed \$100.00. **REMOVE**
8. (17) A \$500 anonymous donation was given to the region for the 2015 ride season with the stipulation that the money be used to increase membership and to improve the number of competitors at our rides. At a special meeting of the Board of Directions held at the Caballo Canyon CTR in April, 2015, it was approved that 100% of the cost of a single adult, family, or junior NATRC membership will be refunded to any first-time NATRC member joining NATRC in 2015 who then starts three rides during the 2015 Region 3 ride season. (Changes/continuation for the 2016 ride season to be decided at the final 2015 meeting of the Board of Directors)
Motion made at BOD meeting on September 18, 2015, for continuation with the following changes:
For the ride season 2016, Region 3 will renew the 2017 membership in full for any first-time NATRC Region 3 member (single adult, family, or junior) joining NATRC in 2016 who then starts three rides during the 2016 Region 3 ride season.
Above paragraph amended at March 18, 2016, Region 3 board meeting to read:
Region 3 will pay half the 2017 membership for any members who joined under NATRC's free membership program in 2016 and for any rejoining members who have been away for five (5) or more years if they start three or more Region 3 rides in 2016 AND renew for 2017. Voted at September 2017 Board Meeting to discontinue this because the Free Membership program makes this difficult to track.
REMOVE

Standing Rules – R3 Ride Management

1. (2) Ride Managers to “piggy back” Ribbon discounts obtained by R3 for CP and Open. **REMOVE**

Linda Conne-Johnson agreed to take over the CP and Open ribbons. Linda and Dayna will work on a plan to present CP Open ribbons. If anyone wants to donate please contact Dayna or Linda.

2. (4) Allow Ride Managers to deduct \$20 from total R3 Rider fees for Preferred Parking goodies? **PERMANENT**
3. (5) Allow Ride managers to deduct donated thru auction rider fee/drug fee/R3 fee? **PERMANENT**
4. (6) (7) Allow Transfer of Auction purchased Preferred Parking/Check-in Check-out line cut to another ride if ride is cancelled or R3 to reimburse? **PERMANENT**
5. (8) Allow transfer of Auction purchased Ride Entry to another rider at the same ride but not to another ride. Ride Entry reimbursed by R3 if ride is cancelled? **PERMANENT**
6. (9) Allow junior rider deduction of \$30 discount off each ride entry. Ride Manager allowed to deduct from R3 fees. **PERMANENT**

STANDING RULES – R3 HORSE AND RIDER AWARDS

1. (12) Continue R3 High Point First Year Novice Horse Award – sponsored by Dianne Thearrin and John Horne. Chuck, our treasurer, said he believed there was still money in there for this award. **PERMANENT**
2. (13)DR. Joe Quintana Award (sponsored by R3) – **PERMANENT**
3. (14)Pat Hubb Award (sponsored by R3)– **PERMANENT**
4. (15) Natl Champion Horse Award – 55 points to achieve **PERMANENT**
5. 100% Club – Award – not to exceed \$75.00 **YEARLY**
6. R3 to Purchase/ Permanent maintenance of Horse First Aid Kit **PERMANENT**

3. REGION III MARKETING PLAN PRESENTION – Micah Kaza

Micah and Dayna have been working on this marketing plan for the past few months. Micah has a 25 page document and a 10 slide Powerpoint that condenses the large document. The plan is not set in stone, just some ideas. Currently, Micah is the VP of an international marketing company. She is glad to help.

Last year, long time NATRC Susie Witter passed away and left \$25,000 to Region 3 for Marketing. Susie knew that our weakest spot was marketing and she wanted her money put to good use. We have not paid anything yet, but if we like Micah’s plan we would like to designate her to help us spend the money the way Susie should have wanted. The board needs to decide if this is the plan we want to pursue. Micah said the fees are minimal. We’re well under budget at this point.

Micah gathered data and looked at membership. If we start with a 5% growth each year....attainable and easy to get us back to our top membership number. 8-10 new riders per year with 2-5 more riders per ride.

She presented an overall four year strategy. Rebrand the region for recognition, programs for growth, campaigns for awareness, schedules for inclusion, and rides of a lifetime. See more details in attached document.

The board agreed to go ahead and hire Micah. Micah said that the next step is to move into branding. She will get ahold of us soon and get this and website knocked out in April May.

***Next meeting – To be held April 19, 2020. Thru ZOOM at 10:15 am to discuss COVID effect on R3 Schedule, Committee Reports, Market Update**

Respectfully submitted by Kerry Bingham, secretary