

VIRGINIA REGION PONY CLUBS  
Regional Council Meeting  
February 19, 2017  
Deep Run Hunt Club

IN ATTENDANCE	
<b>Regional Supervisor</b>	Carrie Camp (DRHPC)
<b>Vice - Regional Supervisor, Activities</b>	Lisa Woods (LHPC – Jt. DC)
<b>Vice - Regional Supervisor, Administration</b>	Dawn Bellinger <b>Regional Communications:</b> Cindy Shelberg <b>Regional Membership:</b> Absent
<b>Treasurer</b>	Absent
<b>Secretary</b>	Anne Williams (BRHPC - DC)
<b>RIC</b>	Cathy Frederickson (BRHPC)
<b>HMO</b>	Absent
BRHPC	Anne Williams, DC
CFPC	Absent
CWPC	Angela Cooney, Joint DC Jennifer Carpenter, DC
DRHPC	Gale Winfree, DC
DRPC	Lisa Jarvandi, DC
DVPC	Absent
GGPC	Absent
LHPC	Lisa Woods, Joint DC
MBFRC	Absent
MOCPC	Holly Beth Hatcher, Treasurer Tori Gongwer, Joint DC Cornelia Harangozo, Secretary Ginger Wallach, parent
ODHPC	Debbie Welch, DC
RBPC	Nichole Gnozzio, DC
RCPC	Absent
SARC	Absent
OTHERS	Lorelei Coplen

**Meeting Minutes**

- I. Call to Order, Welcome & Introductions – *Carrie Camp, RS*
  - a. Carrie Camp called the meeting to order at 11:30 a.m. A quorum was established.
  
- II. Approval of Minutes – *Anne Williams, Secretary*
  - a. MOTION: Dawn Bellinger moved to approve the November 6, 2016, Meeting Minutes as submitted. Carrie Camp duly seconded the motion.
    - i. DISCUSSION: Dorry Gascon noted that she is on the CDCTA Board and that CDCTA may not be using rally scores. She will look into that issue and report back at the November 2017 Regional Council Meeting.
    - ii. ACTION: Dawn Bellinger withdrew her motion.

- b. MOTION: Dawn Bellinger moved to approve the minutes from the November 6, 2016, Regional Council Meeting with the amendment that the CDCTA issue be revisited in November 2017. Carrie Camp duly seconded the motion.

- i. CALL FOR VOTE: All in favor, none opposed. Motion carried.

III. Treasurer's Report – Dawn Bellinger and Carrie Camp, for Carolyn Lorenzen

- a. **SEE ATTACHMENT “A”**

- b. 2016 actual figures have been updated on Attachment A.

- c. Attachment A should reflect all items that were voted upon in the Annual Meeting in November 2016.

- d. ACTION ITEMS for Budget:

- i. 2017 Rally Fee Schedule

- 1. MOTION: Carrie Camp moved to Amend 2017 budget to include the Rally Fee Schedule as set forth on the Agenda (*See “Agenda”*) and that the Games and Polocrosse rallies be subject to the standard one day fee and out of region fee; and that the rally entry fee for Quiz and Horseless rallies be \$22. Angie Cooney duly seconded the motion.

- a. DISCUSSION: Camp noted that other Regions do not budget to lose money the way we do and we need to increase the rally fees to counter our spending. A question was raised about the PayPal fee (ie, why the Region uses a flat \$2.00 fee). Dawn replied that there's a complicated formula generated in PayPal based on the amount of the entry fee, so that sometimes the fee is less than \$2.00 and sometimes more. \$2.00 works to level out the fee among all rallies. A question was raised about whether Dressage Rally would be an overnight rally. Carrie Camp reported that it is undecided at this time.

- b. CALL FOR VOTE: All in favor, none opposed. Motion carries.

- ii. 2017 Out of Region Fee

- 1. MOTION: Lisa Woods moved that the Out of Region fee of \$25 apply to all rallies except that Polocrosse. Debbie Welch duly seconded the Motion.

- a. DISCUSSION: Dawn Bellinger asked whether there should be a different fee for one-day versus two-day rallies. Carrie Camp clarified that the choice comes down to treating all USPC kids the same (i.e., if you are a USPC member, you can go to our rallies at our rate). Dawn Bellinger noted that the rally fees are artificially depressed. To have affordable rallies for our kids, then we need to make up some costs by charging the out of region fee. Lorelei Coplen noted that if the Region is trying to increase participation then consider

keeping the costs low which would keep the rally fee low which would encourage attendance. Carrie Camp noted that this is not a fundraiser, just a courtesy.

- b. CALL FOR VOTE: 12 in favor, none opposed, 1 abstained. Motion carries.

iii. Non-Member Fee to Participate in Rallies

- 1. MOTION: Jennifer Carpenter moved that the Region impose a non-USPC member fee to participate in Polocrosse and Games Rallies of \$25. Angie Cooney duly seconded the motion.

- a. DISCUSSION: Cathy Frederickson asked whether the purpose was to encourage membership or to discourage unsafe behaviors. If it's the latter, then she feels the fee is too low. Jennifer Carpenter noted that APA members are encouraged by USPC to attend Polocrosse rallies so the Region should support that sentiment and have a low fee. Tori Gongwer suggested an amendment to the original motion. Jennifer Carpenter declined to amend.
- b. CALL FOR VOTE: 8 in favor, 3 opposed, 2 abstained. Motion carries.
- c. Dawn Bellinger noted that while the decision to have a \$25 fee at these rallies has been made, it does not mean that the Rally Organizers are required to permit everyone signs up to participate.

iv. Budget Increase Request

- 1. MOTION: Cathy Frederickson moved for the line items for Clinic Preps and/or Upper Level Preps be allocated \$3,500 as an expense. Anne Williams duly seconded the motion.

- a. DISCUSSION: Cathy Frederickson stated that the current budget has the line items at \$0 presumably so that the preps break even, but it is extremely difficult to determine what to charge the participants without knowing how much she can spend. She also noted that there were many clinicians/instructors who didn't file their expenses last year. Rather, they donated or didn't charge for their time; which is wonderful, but makes it challenging to determine how much it would have cost if that person hadn't done that. Dawn Bellinger recited the 2016 figures for the upper level preps which was \$4,800 in income and expenses was around \$6,000. The loss for 2016 was \$1,986. Carrie Camp proposed to table the motion and refer it to an executive committee made up of the officers of the Council and then send it for a vote electronically.
- b. ACTION: Cathy Frederickson withdrew the Motion.

2. MOTION: Cathy Frederickson moved to table her previous motion and create an executive committee to meet and to reformat the budget to better reflect the income and expenses. Nicole Gnozzio duly seconded the motion.
  - a. DISCUSSION. None.
  - b. CALL FOR VOTE: All in favor, none opposed. Motion carries.
- e. Old Business
  - i. Reimbursement for Annual Meeting Expenses
    1. MOTION: Carrie Camp moved to allow the Vice Regional Supervisor to take the HMO's unused reimbursement for her Annual Meeting Expenses. Cathy Frederickson duly seconded the motion.
      - a. DISCUSSION: The Council budgeted for the Regional Supervisor and HMO to have some of their expenses reimbursed for attending the Annual Meeting in Los Angeles. The HMO did not attend, but the Vice RS did.
      - b. Call for Vote: 11 in favor, none opposed, 2 abstained. Motion carries.

#### IV. VRPC Policy Changes – *Carrie Camp & Dawn Bellinger*

- a. **SEE ATTACHMENTS B(1) & B(2)**
- b. MOTION: Dawn Bellinger moved for the approval of the changes to the Virginia Region Handbook as outlined in attachments B(1) and B(2). Carrie Camp duly seconded the motion.
  - i. DISCUSSION: Some in the Council felt that since they did not have adequate time to review the proposed changes that they were unable to vote on all changes as a whole.
  - ii. ACTION: Motion withdrawn.
- c. MOTION: Carrie Camp moved for the approval of the changes to section 2.6 of the Virginia Region Handbook as outlined in Attachment B(1). Dawn Bellinger duly seconded the motion.
  - i. DISCUSSION: Angie asked whether the RS could just summons the council with little to no notice. Dawn stated that that could happen, but that it would be counterproductive so did not anticipate such action. Lorelei Coplen noted that this could be an electronic meeting.
  - ii. CALL FOR VOTE: 10 in favor, none opposed, 3 abstained. Motion carries.
- d. MOTION: Dawn Bellinger moved to amend section 2.8.6 of the Virginia Region Handbook as reflected on Attachment B(1). Carrie Camp duly seconded the motion.
  - i. DISCUSSION : Debbie Welch asked to change the word "debit" to "credit." Lisa Woods responded that we can't because the Region uses debit cards, not credit cards. Angie Cooney reiterated an earlier sentiment shared by many that the Council hasn't had any notice or time to read the document so asked how we were expected to vote on it now. Cathy Frederickson



noted that while she agreed, she could also tell that these changes are creating a clearer path and we should move through the process rather than table it again. Lisa Woods suggested that documents such as this should be sent out sooner.

- ii. CALL FOR VOTE: 11 in favor, none opposed, 2 abstained. Motion carries.
- e. MOTION: Dawn Bellinger moved to amend section 2.12 of the Virginia Region Handbook as reflected in Attachment B(1). Debbie Welch duly seconded the motion.
  - i. DISCUSSION: Angie Cooney inquired why the Council wouldn't want to support the RYB if we have one. Jennifer Carpenter doesn't think we should change this section because we should have a RYB and budget for it. Lisa Woods supported the change noting that it's a big volunteer job the Council shouldn't be obligated to have one every year.
  - ii. CALL FOR VOTE: 10 in favor, 2 opposed, 1 abstained. Motion carries.
- f. MOTION: Dawn Bellinger moved to amend Section 3.2 of the Virginia Region Handbook as reflected in Attachment B(1). Debbie Welch duly seconded the motion.
  - i. DISCUSSION: Cathy Frederickson asked what the actual fee comes out to be. Dawn Bellinger said that now it's \$10.
  - ii. CALL FOR VOTE: 11 in favor, none opposed, 2 abstained. Motion carries.
- g. MOTION: Dawn Bellinger moved to amend Section 7.3, specifically to redact reference to a particular amount, as set forth in Attachment B(1). Lisa Woods duly seconded the motion.
  - i. DISCUSSION: Carrie Camp noted that this change allows for flexibility so that we are not bound to charge candidates a specific fee. Lisa Woods suggested the language "may be an additional fee".
  - ii. ACTION: Dawn Bellinger amended her Motion to recite that there "may be an additional fee" in Section 7.3. Debbie Welch duly seconded the amended motion.
  - iii. CALL FOR VOTE: 12 in favor, none opposed, 1 abstained.
- h. MOTION: Dawn Bellinger moved that the Council approve the changes to Section 10 of the Virginia Region Handbook as reflected on Attachment B(2). Carrie Camp duly seconded the motion.
  - i. DISCUSSION: Tori Gonwer wants the document to clarify that there will be refunds in other situations such as when a discipline at champs is cancelled. Lisa Woods wants to table the motion since there are many changes to consider and the Council has just received it today.
  - ii. ACTION: Dawn Bellinger withdrew her motion. She will resubmit the motion with two weeks to the council electronically. Any comments or suggestions to be emailed to Dawn Bellinger.

V. Discontinue Funds for UL Testing

- a. No action required. Voted on at November 2016 meeting. Removed from Agenda.

VI. Membership Fees

- a. MOTION: Carrie Camp moved that the Regional Membership fee be increased from \$20 to \$26, and that the new member prorated rate for 16 months be increased from \$25-\$30. Debbie Welch seconded the motion.
  - i. DISCUSSION: Carrie Camp stated that we are losing too much money. Prices are going up. If we were to do a 3 year budget, then we would be in the red in no time. Lisa Woods suggested just making it \$30 rather than \$26. Cathy Frederickson noted that we need to be fiscally responsible, but what would the impact be on the member. Angie Cooney commented that we lost 30% of members in 2017, but what would a new member be getting from the increase. Cindy Shelberg said that an increase of \$5 is \$1,290 in revenue so it's not going to "save the day," but it will help sustain what we are able to provide. Gail Winfree asked whether we would be better served by not subsidizing the rally fees as much and keep the membership fees the same. Angie Cooney stated that we decided to intentionally keep the rally fees low, so asked whether we need to fix that issue which impacts some kids rather than raise the membership fee which impacts all members. Carrie noted that our rally fees are similar to other regions, but could get more info.
  - ii. ACTION: Carrie Camp withdrew her motion. The issue will be considered with other budget items raised earlier in the meeting.

VII. RIC REPORT

- a. Dates have been set for upper level preps and will be sent out soon. Some tentative dates are:
  - i. May 29, June 21, July 12, August 1-2, July 1-2 (HA prep - unmounted)
- b. Annual Meeting recap
  - i. There has been a recommendation for a "zone" method of handling national certifications so there aren't competitions for testing dates for regions that are close together, and there would be a shared expense/profits between regions. Ours "zone" would be made up of 5 Regions: Delmarva, Eastern PA, Virginia, Capital and Maryland
- c. Tentative National Certification test dates in our "zone" have been scheduled.
  - i. Virginia - HB July 15 - 16
  - ii. Eastern PA - \_\_\_\_\_ - August 4-6
  - iii. Virginia - C/B/A - August 11 - 13
  - iv. Harrisburg - Sept 1-3 (C3/HB)
  - v. August 25-26 - C3 only at Delmarva
  - vi. Capital C3 specialty \_\_\_\_\_ - 18 - 20
- d. Regional C2
  - i. We would like to offer a regional C2, no date set yet, but only for riding phases. Clubs would do the HM phase. Get in touch with Cathy

Frederickson if there are date suggestions. For now, just riding, but if there is some feedback that having the HM portion too, then RIC can revisit.

- e. Cathy Frederickson reported that Culpeper Farm Supply will sponsor some of the upper level preps. Great news for the Region. The sponsorship is \$600 and we can share their booth space when they go to events.

VIII. Advertising Committee Report – *Dawn Bellinger*

- a. **SEE ATTACHMENT C**
- b. Not actionable at this time because it is not budgeted. Dawn is going to present this at a later meeting.

IX. New Business to be addressed at November 2017 Meeting

- a. Further discussion of whether nonmembers can compete at rallies
- b. Revival of the Youth Board

X. Announcements / Reminders

- a. Dressage Rally date: May 6-7 (1st weekend in May); It will be a Festival over Friday into Saturday, then Dressage rally on Sunday.
- b. Leaders should email Cindy with calendar updates.
- c. Upper level members have access to Horse.com online until 2018 and then USPC will decide whether it's feasible to continue.

XI. Closing Remarks/ Adjourn

- a. Carrie Camp would like for the Council to meet again before November. She suggests May at Dressage Rally, but it might be an electronic meeting.
- b. Dawn Bellinger moved to adjourn the meeting, Cathy Frederickson duly seconded the motion. Meeting adjourned at 2:01 p.m.

Respectfully submitted,

Anne Williams (BRHPC), Secretary



# AGENDA

Virginia Region Pony Clubs  
February 19, 2017 Regional Council Meeting

## Agenda

### Call to Order

### Treasurer's Report Dawn Bellinger & Carrie Camp

#### Budget Revisions

#### Rally Fee Schedule for 2017:

Quiz & Horseless - \$20 <sup>LV</sup>

D1/D2 & D3 - \$62

Dressage - \$142

Eventing - \$142

SJ - \$142

Games - \$???

Polocrosse - \$???

Out of Region Additional Fee

### Old Business

Reimbursement for AM expenses

### VRPC Policy Changes Carrie Camp

2<sup>nd</sup> vote on Policy Changes/Procedure change

Revise refund rule

Discontinue refunds for UL testing

Increase membership fee

### RIC Report Cathy Frederickson

Report from Annual Meeting

Regional C2

National Testing Carrie & Cathy

### Advertising Committee Report Dawn Bellinger

Budget

CFC options

### Rallies

### New Business

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# VRPC 2017 Budget with 2016 Budget vs Actual

# Attachment A

Membership Figures:			Account Balances:	Checking	PayPal	Total
Year	#	Dues	12/31/07	\$29,933.77		
2008	361	\$20	12/31/08	\$24,892.57		
2009	368	\$20	12/31/09	\$24,853.87		
2010	347	\$20	12/31/10	\$14,167.46		
2011	351	\$20	12/31/11	\$31,804.07		
2012	347	\$20	12/31/12	\$31,711.25		
2013	347	\$20	12/31/13	\$28,118.34		
2014	347	\$20	12/31/14	\$22,705.62	\$9,659.51	\$32,365.13
2015	328	\$20	12/31/15	\$20,157.81	\$4,439.34	\$24,597.15
2016	258	\$20	12/31/16	\$20,095.63	\$3,000.00	\$23,095.63

	2016 Budget	2016 Actual	2017 Budget	
<b>Revenues:</b>				
Membership Dues	\$7,000.00	\$5,160.00	\$5,000.00	*includes 2016 memberships paid in 2015
Horsemasters Dues	\$100.00	\$0.00	\$0.00	*did not break out HMX payments
Fund Raising	\$0.00	\$0.00	\$0.00	
Advertising	\$0.00	\$30.00	\$0.00	
Interest	\$0.00	\$0.00	\$0.00	
Donations	\$0.00	\$0.00	\$0.00	
<b>TOTAL Revenue:</b>	<b>\$7,100.00</b>	<b>\$5,190.00</b>	<b>\$5,000.00</b>	
<b>Expenses:</b>				
<b>Administration</b>				
Audit	\$150.00	\$0.00	\$150.00	
Bank Fee	\$10.00	\$206.00	\$21.00	*purchased new checkbooks
Membership (corp dues/bkgrd chk)	\$350.00	\$300.00	\$300.00	
Regional Meetings	\$200.00	\$428.00	\$400.00	
Supplies	\$150.00	\$291.00	\$200.00	
Website/Software	\$500.00	\$0.00	\$841.00	
Advertising	\$500.00	\$0.00	\$0.00	
Annual Meeting	\$6,600.00	\$2,691.00	\$3,000.00	
Assets/Equipment	\$800.00	\$0.00	\$0.00	
Saddle Pads	\$500.00	\$27.75	\$500.00	spent \$587.75 on new pads and sold \$560 old pads
Awards/Donations	\$0.00	\$0.00	\$0.00	
Charity	\$0.00	\$1,500.00	\$0.00	*donation to Glenwood Trust for facility use
Grand Prix Award	\$0.00	\$0.00	\$0.00	
NYC	\$500.00	\$0.00	\$1,600.00	
Int'l Exchange	\$600.00	\$0.00	\$0.00	
Awards	\$150.00	\$0.00	\$250.00	
Championships	\$0.00	(\$1,028.00)	\$0.00	this is profit
Horse Management	\$400.00	\$157.94	\$200.00	
Horsemasters	\$100.00	\$0.00	\$0.00	
Insurance	\$250.00	\$90.50	\$0.00	*most insurance charged to each event. For what?
Junior Board (restricted)	\$440.00	\$0.00	\$440.00	
Seminars & Training	\$450.00	\$0.00	\$2,000.00	
Nat'l Certifications	\$1,500.00	\$2,145.69	\$0.00	*includes \$50 rebates to first time national testers
Rallies	\$5,000.00	\$7,694.00	\$0.00	*see rally detail report
Clinics & Preps	\$3,000.00	\$1,986.00	\$0.00	
Upper Level Preps	\$0.00	\$0.00	\$0.00	*included in preps & clinics
Annual Meeting Hosting	\$0.00	\$0.00	\$0.00	
<b>TOTAL Expenses:</b>	<b>\$22,150.00</b>	<b>\$16,489.88</b>	<b>\$9,902.00</b>	
difference	(\$15,050.00)	(\$11,299.88)	(\$4,902.00)	

## 2016 Rally Fee Structure:

Quiz& Horse	\$15
D1	\$30
D2 D3	\$30
Tet	\$60
Games	\$60
2 day	\$120

\* add \$25/day for Non Member or Out of Region

## Prep & Clinic Fee Structure for 2016:

HB Prep	\$25/session or \$50/all
1 day	\$75
2 day	\$150



# ATTACHMENT B(1)

## Proposed Changes to the Virginia Regional Handbook For Discussion at the February 2017 Regional Council Meeting

### Page 4

Question – Are the Regional Secretary & Treasurer voting members of the Regional Council?

Add – Section 2.6 “Additional meetings may be scheduled at the discretion of the RS.”

### Page 8

Change – Section 2.8.6 “While the RIC, VRS Activities and RS” to “While a limited number of regional leaders (RS, VRS Activities, etc.)” ...will each have a Regional debit card and check writing privileges, the Treasurer is ultimately responsible for maintaining the Regional records...

### Page 9

Change – Section 2.12 “The Region will” to “At the discretion of the Regional Supervisor, the Region may” ...support a RYB as a means to provide leadership and growth opportunities to our older members, provide connectivity between members and the council...

### Page 10

Change – Section 3.2 “The annual regional membership fee (dues) for the VRPC currently is \$20.00 per participating member. For those new members joining or members rejoining between September and December, the prorated fee shall be \$25.00 to cover the remainder of the year and the subsequent year. Club checks or PayPal payments (or personal checks or PayPal payments for riding center members) covering these fees need to be sent to the Regional Membership Coordinator at the same time the membership is sent to the USPC National Office.”

to

“The annual regional membership fee (dues) for the VRPC is set by the Regional Council each year prior to August 1. For new members joining between September and December, a prorated fee is assessed to cover the remainder of the year and the subsequent year. For example if the current fee is \$20, a prorated fee of \$25 is charged for new members joining between September and December to cover the remainder of the current year and the entirety of the subsequent year. For current members that do NOT rejoin/renew their membership prior to November 15, a late fee of 50% will be assessed, regardless of what month they join. Club checks or PayPal payments (or personal checks or PayPal payments for riding center members) covering these fees need to be sent to the Regional Membership Coordinator at the same time the membership is sent to the USPC National Office.”

### Page 15

Change – Section 7.3 “Please note that for all National Level Tests in the Virginia Region, there is an additional \$175.00 region fee in addition to the test application fee. For additional information on National Level Testing, consult the USPC website.” To remove the specific amount of the fee.

### Page 21-23

Change – Section 10



# ATTACHMENT B(2)

## Proposed Changes to the Virginia Regional Handbook For Discussion at the February 2017 Regional Council Meeting

### 10. PAYMENT AND REFUND PROCEDURES

#### PAYMENT POLICY and PROCEDURE:

- All payments are due by the INDIVIDUAL Closing Date as stated on the invitation and in the Wild Apricot calendar.
- A 20% late fee will be assessed to all payments made AFTER the Individual closing date.
- It is preferred that payments be made by clicking on the invoice link and paying via pay pal.
- Individual and Club checks are acceptable and must be post marked by the INDIVIDUAL Closing Date. Be sure the checks are mailed to the address as identified in the invitation. Please identify the invoice number on the check. For club checks covering a number of participants a list of participants and invoices numbers must be included.
- If after the individual closing date, the DC/CA doesn't support the members participation, a full refund will be given in the manner the invoice was paid (e.g. if paid via Pay Pal, a Pay Pal refund will be issued. If a check is used, a check will be sent to the person the check was written from).
- Failure to comply with the payment policies will result in a member "not in good standing" and will impact the ability of the member to participate in regional activities and certifications.

#### VRPC Refund Process for Cancellations:

- Each Regional activity's announcement will state the refund parameters.
- Opening and Closing dates (deadlines for entries) will be clearly stated.
- All refunds will be paid to the person or club that made the original payment. If the club paid, the club will be refunded. If an individual paid, the individual will be refunded. A participant should notify both his/her DC/CA, the event Secretary or Organizer, and the VRPC Treasurer. An email notification is acceptable if outside 72 hours of the event. A phone call, with email follow up is required if the cancellation is within 72 hours.

#### Preps and Clinics:

Prior to the individual closing date, refunds will be given

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## Proposed Changes to the Virginia Regional Handbook For Discussion at the February 2017 Regional Council Meeting

After the individual closing date, no refunds will be given except with a vet/med certificate and a 20% administrative fee will be assessed.

If a late entry is accepted (after the individual closing date), a late fee of 20% is assessed.

### USPC National Testing:

Refunds will be given per USPC policy. The testing region may withhold a portion or the entire regional fee should the candidate decide to withdraw or change sites, per USPC cut off dates.

### Rallies:

Prior to the Individual closing date a refund will be given.

After the closing date, no refund will be given except with a vet/med certificate and a 20% administration fee will be assessed.

If a late entry is accepted (after the individual closing date), a late fee of 20% is assessed. A late registration of Stable Managers will not be assessed a late fee.

### Championships:

USPC entry fees will be refunded per USPC Championships policy.

Prior to the VRPC closing date, a full refund of VRPC Championships fees will be given except for an administrative fee as set by USPC.

After the VRPC closing date and prior to travel to Championships, no refund of VRPC Championships fees will be given except with a vet/met certificate and if the place is filled. When the place is filled and the substitute has paid the fee, a refund will be given except for an administrative fee as set by USPC.

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# ATTACHMENT C

## VRPC Proposed Advertising Budget 2017

5000 Postcards from VistaPrint	\$125.00
Postage for direct mailing	\$120.00
Horse Talk Magazine May/June ad	\$180.00
Horse Times - 4 issues	\$400.00
Virginia Horse Festival Booth	\$300.00
Facebook advertisements	\$100.00
<b>TOTAL</b>	<b>\$1,225.00</b>

## Proposed Timeline for Advertising Committee

Date Due	Action Item	Responsible Party
3/13/17	Create ad for Horse Times	Dawn
3/24/17	Organize volunteers & equipment for Virginia Horse Festival	
3/24-26/17	Man booth at Virginia Horse Festival	
4/11/17	Create ad for Horse Talk Magazine May/June Calendar issue	Dawn
5/22/17	Create ad for Horse Times	Dawn
8/21/17	Create ad for Horse Times	Dawn
11/20/17	Create ad for Horse Times	Dawn
asap	Create advertisement postcard & order from VistaPrint	Dawn
asap	Create mailing list for direct mailing	
asap	Create direct mailing cover letter, print & mail with postcards	Dawn
asap	Check ad on Virginia Equestrian.com & update as necessary	Dawn
ongoing	Post weekly to VRPC FB page, include newly created ads as available	
ongoing	Create quarterly FB ad campaigns using newly created ads as available	
ongoing	Place postcards in tack shops, feed stores, etc. Replace as necessary	