

Area VII Shetland Pony & Miniature Horse Assoc. Inc.

General Membership Annual Meeting

December 10, 2016

Round Table Pizza, Vacaville

Attendance

Officers:

Linda Anastasio

Michele Nelson

Nancy Turner

Dennis Haney

Members Present:

Jacob Elliott

Richard Erickson

John Gracy

Sheila Bryant

Christine Caringello

Emma Caringello

Julie Mabie

Pat Anastasio

Charlene Palmer

Guests:

Erin Henson (new member)

Meeting called to order at 1:00 pm

Roll Call

President Susan Browning Wroe and Director Robert Blackwell absent.

Michele explained that Susan had an accident and broke her shoulder and is out of action for about eight weeks.

Minutes of the Previous Meeting

Nelson called for proposed changes to the minutes. No changes proposed. Minutes approved.

Secretary's Report (Michele Nelson)

At the request of the membership, the meeting minutes are being posted on the Area VII Web site: <http://www.areaviiclub.com/minutes.html>

They are marked as approved or pending. So far, January 16, 2016 (approved), and June 18, 2016 (pending approval) are posted. Web site is updated weekly.

Treasurer's Report (Michele Nelson)

Checking account balance as of 12/9/16: \$7525.85

Petty cash balance: \$235.87

Total assets: \$7761.72

Anticipated expenses (not related to California Classic):

Postage for Year-End newsletter (approx.): \$25.00

Postage for Election Mailing (approx): \$63.00

Annual Insurance Premium (due in April): \$475.00

APPROVED

National Director Report (Julie Mabie)

ASPC/AMHR Convention will be held in Las Vegas in November, 2017. The national office has taken over event management (it used to be managed by a host club). Our club last hosted Convention in Reno is 2006.

Julie suggested that it would be nice if Area VII had a display, booth, or some other kind of presence at this event. There hasn't been a hospitality room at the last several events, but it's something we might consider looking into.

Julie explained a bit about what happens at Convention. Public meetings start on Wednesday, Committee meetings are held on Thursday and Friday, and the Annual Meeting, which ASPC is required to hold as a corporation, is Saturday.

There is a Banquet on Friday night, which attendees pay to attend. There is a Trainers' Auction, the proceeds of which are used to fund youth programs. There is a Hall of Fame breakfast on Saturday where the HOF awards are presented. Those who attend the breakfast and accept their award in person are featured in a slide show the next year.

If you have something you want to bring before the Board, you can contact Julie or Eric Tani, the other Area VII National Director. The Spring Board meeting is usually in March, there is Board meeting at Convention in November, and there are conference calls when issues need to be discussed.

Nancy Turner and Linda Anastasio expressed some interest in setting up the hospitality room. Volunteers are also needed to help with on-site registration.

Linda asked if the Santa Cruz County Fair pony show is happening next year. Julie replied that so far, the show will take place as usual—she has not heard otherwise from the Fair.

Show Committee Report (Michele Nelson and Jacob Elliott)

The California Classic 2017 will take place April 22–23 at Murieta Equestrian Center. We have signed a contract with the same terms as last year—it's a good contract. We pay \$500/day for the facility for Saturday and Sunday. This includes the use of the show office. We can move in any time after noon on Thursday, and are not charged extra for setup days.

We have signed a contract with Rinda Pullen to manage our show. She brings her own crew (gate, ring steward) and this is included in her rate. She comes highly recommended.

We have signed a contract with Maryan Baker to be our ASPC Steward.

Rinda is in the process of hiring judges, and she has the class list, which has been revised so that the schedule is more evenly balanced over the two days of the show. She will create the premium and give it to us to review.

Michele announced that the show program will be a different format this year. The pages will still be 8-1/2 x 11 (letter-size) but instead of having the program printed on 11 x 17 paper, folded, and stapled, the program will be "loose-leaf" and bound with plastic comb binding. This will save money, since Michele is donating the paper, Susan has offered to use her office copier to do the printing, and the binding will be done by volunteers. This will also allow for a slightly later final deadline for ads, and will give us more flexibility, since the page count won't need to be multiples of four.

This idea got a mixed reaction and provoked a lively discussion. Julie said she thought we weren't doing a program at all. Dennis was concerned about the expense. Nancy wanted to know if the exhibitors could be listed for each class.

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Michele and Jacob went on to talk about sponsorships. Any amount is welcome. Sponsorships of \$100 and up will receive an ad in the show program. Michele is working on a sponsorship package with more information. The Class sponsorship form will be available on the Web in the next day or two.

Nancy and Richard and Jacob were our arena sponsors last year, and they have offered to do it again this year. Cynthia Villarimo has offered to sponsor ribbons again. Michele needs to do a ribbon inventory and figure out what we need to order. Then she will talk to Cynthia.

Last year, Michele bought 150 bags, and we still have 100 left for this show. We need donations of stuff to put into the bags. There was discussion about what kind of stuff we want for the bags. Michele asked "What would you want to get in your bag?" Suggestions included pens, notepads, horse treats, people treats, and grooming supplies. Michele was able to get some samples from Eqyss last year and will contact them again.

Anyone with questions or information about sponsorships can contact Michele or Jacob.

Discussions

Julie announced that Shetland Congress has moved from Madison to St. Louis. ASPC has a 5-year contract with the Facility in St. Louis, and the dates are not changing.

Richard asked: "How do we get more horses at our shows?" Nancy suggested doing more to promote youth. Julie explained that last year the southern California club (PCMHC) had a show the same weekend as our California Classic, and that they are not having a show in April this year, so we hope to draw some entries from that area. Someone (Richard? Jacob?) mention that they know of a local trainer drove right past our show to go to another show much further away. Dennis Haney said that not having any hotels close to the facility could be part of the problem. He also stated that we need new members, and that we need to have schooling shows. He suggested that we call the people we sell ponies to and invite them to the show.

Nancy asked if we can lower the class fees for the youth classes. John Gracey mentioned that Scottsdale has a flat rate, something like \$135 for the day. Nancy wondered if we could perhaps offer a flat rate for youth. Michele noted these suggestions and will take them to the next meeting of the Show Committee.

Christine Caringello said that one good way to promote shows is to post flyers at local feed stores. Emma Caringello agreed. Emma said that no one leaves the feed store without stopping to look at the bulletin board to see what is happening. Michele will make a half-sheet flyer and post on Web site for downloading.

Erin Henson suggested sending out a Save the Date postcard. A lively discussion ensued. Michele said she could design a postcard and have it printed at a low cost. However, postage is expensive. Someone said the postcard should be sent to lots of people. Michele asked where the mailing list would come from. Julie was concerned about the ROI on a post card. She thinks that having our show at the same location and on the same weekend will help. She said that PCMHC is reducing their shows for financial reasons—some shows may have only one judge—and that may benefit us as well. She suggested that we run an ad in the PCMHC newsletter.

Nancy moved that we run an ad in the PCMHC newsletter.

Jacob seconded.

Motion passed. Michele will research and let the Board know the cost.

John moved that the meeting be adjourned.

Richard seconded.

Motion approved.

Meeting Adjourned 2:05 pm



Michele Nelson
Secretary/Treasurer
Area VII SP&MHA

APPROVED