

PCCHA WORKSHOP - Board of Directors

January 27, 2024 - 9:00 am

South Point Hotel, Las Vegas, NV

Attendance: Katie Peterson, Monty Buntin, Brent Erickson, Katie Young, Ruben Mageno, Katie Banuelos, Rock Hedlund, Jim Wesson, Kerrie Miller, Caitlin Wilson, Norm Clark, David Booth, Tosten Peterson, Jake Pinheiro, Kathy Breckenridge, Alex Lee, Kathy Cardon, Tracy Taylor, Stan Williams & Lee Books.

Member Guests: Stephanie Lee & Don Hodge

Staff: Tami Rodman, Debbie McGregor and Jordan Waldron

Executive Committee Election. There were three nominations for the two-year position of PCCHA Executive Director: Jim Wesson, Rock Hedlund and Stan Williams. After the paper vote, Rock Hedlund was elected for the position.

2023 Finance Report - John Echeverria. John was pleased to announce that the Association had a good year. All Sponsored events made money. The Super Futurity created a lot of excitement and paid for itself. But the significant factor was that it brought additional entries for the Holy Cow Futurity/Stakes & 5/6 Year old - which added to the stall count and more practices. John has suggested that due to PCCHA's successful year, that the Board consider raising the Reserve Account to a balance of \$350,000. **Monty Buntin moved to raise the reserve to a \$350,000 balance; seconded by Rock Hedlund; motion passed.** Jordan Waldron informed the Board that she is currently working on the ERC grant with the federal government which could grant PCCHA up to \$60,000.

Committee Reports

Strategic Planning - John Echeverria: Committee is currently working on an Incentive plan for those who entered the Super Futurity in 2023. It is the Committee's belief that those who entered the first year should be rewarded in 2024 if they wish to enter again. Some ideas were to allow an entry before entries go public and hold that entry with a \$1,000 deposit with the balance due at a later date. The original purchaser of the 2023 entry would be contacted. This Committee will meet again in the near future to iron out all details and report back the Board.

Stallion Auction - Reported by Jake Pinheiro for Ashley Hallinan: The Auction brought a record breaking \$115,000 this year. In 2024 and going forward, a portion of the Auction's proceeds will fund the top level of the Open and Non Pro's Cutting Stakes.

Cutters Caring & Sharing - Kathy Cardon for Phyllis Sorbet: Balance of this fund is \$201,612. Monies were used in 2023 for Kate Neubert's surgery.

Trainers Committee - Monty Buntin: Trainers' Dinner will be titled Cutters' Party & The Dave McGregor Award from now on. The new title relieves the confusion who the dinner celebrates - the Trainers' customers and the cutting population in general. Each Trainer receives 5 dinner tickets when they sponsor \$250. This event needs to be advertised more extensively.

Youth Fund - Norman Clark: The balance of the Youth Fund is \$505,000. A youth clinic is scheduled with Monty Buntin for June 1st. Details to follow.

PCYCHA - Jordan Waldron: The Youth now have officers - Oliver Nguyen - President; Kaylee Jorris, Vice President and Faith Showalter, Secretary. They will provide a monthly newsletter and will focus on fund raising for their fresh cattle fund and other events. The Invitational and the Youth Year End Party will be held at the Derby this June. Scheduling will be a top priority.

Roper Curtiss Email - Roper requested that the Board consider raising the purses at the Roundup from \$500 to \$750. The purse raise would encourage the haulers to attend. There was a lot of discussion - pro's and con's. Major concern was the Association's Financial outcome of spending \$8,000 + towards the current budgeted Roundup. Discussion continued after the lunch break. Trainers' Committee Chairman, Monty Buntin, called his Committee members with the following motion: **Monty Buntin moved to increase the purses at the Roundup from \$500 to \$750. The Trainers Gold Club will sponsor the \$8,000 increase; seconded by Ruben Mageno; motion passed.** The motion was then amended to the following: **Monty Buntin moved to amend the first motion to the Trainers' Gold Club will sponsor \$10,000 to the 2024 Roundup with \$1,000 added in the Open and Non Pro - all other purse classes would be \$750 added; seconded by Jake Pinheiro; motion passed. Rock Hedlund opposed.**

WOW Series - Julie Clarke (originator) has asked the Association if they wish to host a WOW series at the Derby as they have in the past. Deadline is Feb 1st. There was an issue with the sponsors of Badboon arising who were sponsoring some of the added money in the additional Open, Non Pro's and \$50KAm's, who felt their sponsorship was "under rated" because of the WOW's

presence. Tami Rodman is currently attempting to contact Sponsors of Badboon arising to see if she can mend the problem and they will continue to sponsor at the Derby. If they will in 2024, every effort will be made to correct the past issue.

Cowan Ranch Series Reno - Kathy Cardon: Kathy Cardon would like permission to offer positions in the Cowan Ranch Series at the Road to Reno which is the Series' last event. Historically, the 3 classes offered do not fill their top 10 positions for the saddle series. Last year, PCCHA offered those 3 classes (\$35K NP, \$15K Am and the \$2K Limit) a "mini circuit" where the classes at Reno leading up to the finals, would qualify and empty holes could be filled with the top riders in each class. It worked well. The Board gave their blessing.

Road to Reno - PCCHA has one more contracted year at the Reno Livestock Center. It is the consensus that the Board would like to move this cutting elsewhere. The unsafe area conditions and the treatment received from The Row was less than satisfactory. The Association was left with a \$25,000 block bill after lengthy communications. **Rock Hedlund moved to do away with contracting hotels for blocked rooms in the future; Jim Wesson second the motion; motion passed.** Rock also offered to negotiate with the arena facility in Fallon. **Brent Erickson moved to permit Rock Hedlund to aid in negotiations with the Fallon facility; seconded by David Booth; motion passed.**

Futurity Non Pro/Am - Kathy Cardon: the 2023 3 Year Old Non Pro and Amateur entries were very small for the purses offered (10K and \$7500). **Monty Buntin moved to adjust the 3 Year Old Non Pro to include an Amateur within that class - \$10,000 added. One go and a finals(advance to finals- additional cattle charge assessed) Reduce the entry fee to \$975; seconded by Rock Hedlund; motion passed.**

Online Entry System - Tami Rodman: Tami would like permission to peruse an online Entry System to take the place of the paper entry/snail mail system currently in place. The Association presently does have an online entry system, but it needs to be all inclusive and with that, it needs to be more user friendly. The system should not only take credit cards (with a convenience fee included), but it should be set up to take ACH as well. **Monty Buntin moved to approve Tami's request; seconded by Jim Wesson; motion passed. Rock Hedlund opposed.**

Town Meetings - Directors discussed how they can keep in touch with the members better. David Booth suggested a virtual Town Hall Meeting, possibly on a weekday evening when there are no shows. David will continue to pursue these possibilities and report back to the Board.

2025 PCCHA Work Shop Location - **Tosten Peterson moved to hold the 2025 PCCHA Workshop at the South Point, Las Vegas; seconded by Ruben Mageno; motion passed.**

What Did We Miss – Discussion

Youth Invitational & Year End Party at the Derby: Discussion concerning holding Youth activities during the Derby to align with the Youth year end. Although there will be some schedule concerns, the majority of the Board would like to include the youth. **Jake Pinheiro moved to hold one scholarship show and the Invitational Finals during the PCCHA Derby; seconded by Kathy Cardon; Motion passed. Jake Pinheiro also moved that the Youth Committee pursue the possibilities of raising funds for the fresh cattle at this show- the Invitational cattle are no longer automatically covered due to the location move; seconded by Brent Erickson; Motion passed.**

Directors' Comments: Lee Brooks wanted to remind the Board to take good care of Nancy Crawford/Holy Cow PH Sponsor. Board agreed. Jake Pinheiro would like to make sure Dru Stewart's contract with the Association generates results for the wage being paid. Kathy Breckenridge would like to see more communication between the Board – amongst themselves as well as the members. She encourages more new information on a consistent bases – possibly quarterly as the longest time in-between communications. David Booth would like to see a cleaner-mobile phone friendlier website.

Executive Director Report – Tami Rodman: A successful 2023 in general. The Derby was a huge success as was the Super Futurity and the Holy Cow Futurity. She looks forward to a successful 2024.

Show Manager – Roundup: Bernie Talbot would like to take on the set up and tear down for the show. Phil Benadum offered to work the 6 day event (no set up or tear down). Tami Rodman will finalize these details.

Results of Closed Session: Tami Rodman has been offered a contract to serve as PCCHA Executive Director and has accepted the position.

Meeting adjourned: 4:00 pm