

PCCHA Board of Directors Meeting

1/30/2022. 8:00 am.

Workshop - Las Vegas, NV

Members Present: Katie Banuelos, Ryan Long, John Echeverria, Ruben Mageno, Norm Clark, Jake Pinheiro, Kathy Breckenridge, Ashley Hallinan, Stan Williams, Debbie Day, Tosten Peterson, Katie Peterson, Steve Schlesinger, Brent Erickson, Monty Buntin, Katie Fonsen Young.

Members Absent: Dave Costello and Kathy Foote (excused-due to weather)

Staff Present: Phil Benadum, Tami Rodman and Debbie McGregor.

Finance Committee Report - John Echeverria

Discussion:

1. Reserve Account currently has a \$273,000 balance. John would like to see this balance increased and made this recommendation to the Finance Committee.
2. Discussion on weekend added purses and what it takes to break even or profit from those classes.

Monty Buntin moved to approve the Financial Committee report; seconded by Ashley Hallinan; motion passed.

Sponsorship Update - Phil Benadum

Core Balance is stepping down from their Derby Title Sponsorship for 2022. They will continue to support the Association through the Platinum Club. McAllister Assets have also scaled back and will not renew their sponsorship in 2022.

The PCCHA Trainers Gold Club will continue to fund the Roundup LAE. Reyzin The Cash Incentive will come on as the new Derby Title Sponsor at \$25,000. Road to Reno will receive \$5,000 from Reno-Tahoe. Holy Cow will continue to support the Association with their Futurity Title Sponsorship. They have signed up for another 3 years. Ideas to attract new sponsors and building stronger relationships was discussed.

President's Report - Ryan Long

Ryan congratulated all new Board members and remaining Board members for year 2022. He reminded the Board that they represent the Association, so be mindful of all communications with members. The next Board meeting will be May 10th at noon - hopefully a Zoom meeting. Ryan also reported that he and Executive Director, Phil Benadum, will be sending out a monthly newsletter to the members keeping them updated on all things PCCHA.

Strategic Planning - John Echeverria

The Strategic Planning Committee focused on the following:

1. Consider bringing the NCHA Redwood Circuit Finals to Tulare.
2. Find new ways for Association growth and gain new excitement
3. Provide a type of loyalty program – possibly a PCCHA Charge card?
4. West Coast Futurity open Intermediate Class - Lee Brooks offered his ranch and fresh cattle for a cutting clinic that would benefit the purse for this particular event.

Monty Buntin moved to form a committee that specifically raises funds for the West Coast Open Intermediate Class. Tosten Peterson will Chair the Committee; seconded by Kathy Cardon; motion passed.

Breeders Committee - Ashley Hallinan

Ashley provided an extensive report on the past few years' increase in revenue with the foal programs, mare incentives and an upgraded Stallion Auction format. This year was record breaking year for the Stallion Auction making \$118,375.00. The future will bring an online fillable pdf foal nomination and stallion nomination contract. Ashley has also requested that the Finance Committee consider budgeting for her travel and marketing to Texas once a year on behalf of the stallion program. The request will go to Finance for review.

Youth Fund Committee - Norm Clark

Norm Clark reported that the youth fund monies invested have had a 13% average return over the past 3 years. Jamie Glenn helped raise \$35,000 in 2021. Norm and his committee would like to see more scholarship money awarded in the future since the fund is flush. Perhaps scholarships could be awarded at the Modine Smith Youth Clinic. Ashley Hallinan suggested offering more noncompetitive scholarship awards such as the youth entering contests. For 2022, Julie Clarke will be the Youth Fund Committee Chairman and Jamie Glenn will once again assist in fund raising.

Owners Committee - Phil Benadum for Julie Clarke.

Julie's Committee made observations during the year of what could be improved at PCCHA events:

1. Upper Level Sponsor Benefits
2. Sponsored coffee & water for contestants
3. Celebrate the Perpetual Award recipients in a greater fashion – with more audience participation
4. Make the Events more exciting – give more back to the contestants- such as free practice works...
5. Announcer needs to plug sponsors more and keep the audience engaged.
6. Who are the individuals with the Arena Signs displayed? What role do they play as a sponsor?
7. Staff job descriptions need updating
8. Can the Trainers Gold Club be turned into a 501 C7?

The Board of Directors will look into these suggestions and observations as they are significant observations.

Judges Committee - Kathy Cardon

There has been some negative comments towards how PCCHA obtain their judges. Kathy Cardon wanted to reassure the Board that the process is fair yet challenging. NCHA provides a long list, followed by the Judges Committee's choices rated from 1-10. Then Tami Rodman starts calling those with the most points on the list to see if they are available. Tami goes down through the list of those available until she obtains the number of judges needed.

PCCHA Roundup 2022 – Phil Benadum

The Roundup and the 2021 Awards banquet will be held, once again, in Paso Robles in March. The General Membership meeting will also take place.

Added Money in Weekend classes: This Committee would like to investigate the opportunity of raising the fresh cattle weekend class purses from \$500 to either \$760 or \$1000. Possible purse sponsorships will be needed. If these goals can be reached, the following motion was made: ***Monty Buntin moved to raise the entry fee to \$145 in all \$750 added purses and to \$180 on all \$1,000 added purses All other fees remain the same (pending cattle fee increases). This increase must have Finance/Executive Committee approval; seconded by Ruben Mageno; motion passed.***

Executive Director Report – Phil Benadum

Cowan Ranch Proposal – Jack & Sherry Cowan who sponsor the Cowan Ranch Saddle Series would like to suggest that the series top 3 placements in each class automatically secure a spot in the finals. In the past, top qualifiers were based on monies won after the 3 Legs were completed. The Board reviewed the applications for the 2 legs of the Cowan Ranch Series as well as the youth qualifiers. There were two motions made. One was rescinded. The first motion: Monty Buntin moved to approve the Cowan's request for top 3 placings automatically qualifying for Finals and for the last 2 legs of the Cowan Series and Youth qualifiers go to OCHA in May and GCCHA/CCC in June over NCHA weekend. This motion was rescinded and the following motion was made: ***Brent Erickson moved to approve the Cowan's request for top 3 placings automatically qualifying for Finals and for the last 2 legs of the Cowan Series and Youth qualifiers go to OCHA in May and Outback Temecula also in May, with the GCCHA/CCC Cutting in June as an alternate show; seconded by Katie Banuelos; Motion passed.*** The main reason for the change was that Temecula, being in Southern California, it should attract the Arizona cutters as well, which will cover more regions.

WOW Series: Julie Clarke has invited the Association to be a part of the WOW Series. The WOW Series consists of an Open, Non pro, Unlimited Am and \$50,000 AM. There could be up to 6 legs involved. The purses would be substantial and it should draw additional contestants to the shows. The Board has requested that Phil Benadum and Jake Pinheiro to speak with Julie to get additional information. Some of the questions will be: How many legs will there be? What type and who will pay for awards? Will the championships be based on money won or accumulative scores? Purse sponsorship will need to be discussed also.

Cutters Caring & Sharing: Currently this fund has a \$170,000 balance. In 2021, \$21,750 was raised - \$10,000 of that was a contribution that Jack & Sherry Cowan contribute on a yearly bases.

Membership Letter: A letter from a member in good standing was addressed to the Board in regards to the Road to Reno Cutting last July. The letter pointed out some "major flaws" of the show they felt needed improvement immediately. Ground was a major complaint. After ground, the arena back fences were very flimsy and unattractive. Several other items brought up – no water for contestants – no fun activities. President, Ryan Long will write a letter in reply with the Boards' blessing. The ground issue – there will be Phil Benadum and at least 2 other PCCHA members who have ground knowledge will need to verbally sign off on the ground at each event.

Carol Ward's Spring Fling: Carol Ward has offered to go in partnership with PCCHA at her Spring show. The Board was wondering if she just needed management help for her show? Since the Association has not had very good luck with partnerships in the past, the Board requested that Phil contact Carol to find out her needs are for the show. Conversation about "farming" Phil out to manage these other shows was discussed. Nothing definite materialized from the conversations, but the subject will be visited in the near future. ***John Echeverria moved to give Phil Benadum permission to speak with Carol and offer his management services for her show; seconded by Monty Buntin; Motion passed – Kathy Cardon voted nay.***

Old Business

- 1. Horse Sale:** Ashley Hallinan brought up that the potential horse sale that was supposed to happen during the 2021 Futurity didn't hardly get off the ground and why didn't it succeed? The Board agrees that there needed to be much more time to put the sale together. They have discussed future plans (2023) with Jeremy Barwick.

2. Monty Buntin suggested hiring an individual to obtain all level of sponsorship making that into a job that pays a commission: ***Monty Buntin moved to advertise for an individual that would be commissioned to obtain all sponsorships; seconded by Ashley Hallinan; motion passed.***

New Business

Ashley Hallinan moved to add an additional sponsorship level called the Friends of the PCCHA – any amount is appreciated; seconded by Katie Banuelos; motion passed.

Ashley also brought up how materials get to the shows using members to transport. Phil Benadum replied that the big Horse Trailer will be put up for sale and that a small utility trailer will be purchased making hauling items to the shows much easier. Ashley also brought up the fact that staff is spread pretty thin and a possible 3rd person may be necessary to help all activities in the office and at the shows run smoother. At this point, the Board felt it appropriate to request that each staff member turn in a job description for review.

Agendas and Meeting Materials: The board has requested that staff get agendas to them 2 weeks before a meeting and that all materials for that meeting be obtainable within 3 days before the meeting.

Town Hall Meetings: The Board would like to see Phil Benadum along with a fellow Board member conduct Town Hall meetings through out the PCCHA Regions. They were very effective in the past.

Meeting Adjourned 1:00 – Ashley Hallinan moved to Adjourn; seconded by Monty Buntin; Motion passed.