

## **PCCHA Board of Directors Workshop**

January 29, 2023/8:00 am

Southpoint Hotel & Casino

**Board of Directors Present:** Ryan Long, Ruben Mageno, Katie Peterson, Monty Buntin, John Echeverria, Kathy Cardon, Jim Wesson, Katie Fonsen Young, Katie Banuelos, Norman Clark, Tom Long, Tosten Peterson, Jake Pinheiro, Kathy Breckenridge, Stan Williams and Lee Brooks.

**Board of Directors Absent:** Brent Erickson, Ashley Bosack, Andy Adams (Excused) and Kathy Foote (Excused).

**Staff Present:** Phil Benadum, Tami Rodman, Debbie McGregor and Jordan Waldron

**Guests Present:** Rock Hedlund & Frank Martin

The meeting was called to order by 2023 President, Ruben Mageno.

**Finance Committee Report** – John Echeverria – Report provided in packet.

The Association took a loss in 2022 of \$245,474. Futurity entry participation was unusually down compared to former years. Many factors were analyzed:

1. Futurity Purses offered were too high for the number of entries in each division
2. Futurity Offering 2 payments with the 2<sup>nd</sup> payment being very close to the start of the show did not allow for adjustments in the schedule - for example taking a day off the show thus reducing one day of expenses.
3. Road to Reno experienced less participation as well, compared to 2022, more than likely due to a schedule change with other shows after Reno.

Adjustments to the Futurity will be discussed by the Strategic Committee later in this report.

***Monty Buntin moved to request that the Finance Committee research a “Sliding Scale” option for the Futurity’s benefit; seconded by Tosten Peterson; Motion passed.***

***Katie Peterson moved to approve the Finance Report as given; seconded by Kathy Cardon; Motion passed.***

**Presidents Report** – Ruben Mageno - Ruben welcomed all new Board members for 2023. Information in the packets included Meeting Dates and Protocols, Code of Ethics to be signed by each director and Board attendance rule. A Zoom Meeting was scheduled for Wednesday, May 3<sup>rd</sup>.

## **Standing Committee Reports**

**Strategic Planning** – John Echeverria

1. Regional Finals – Second year, entries and interest went down considerably. ***Kathy Breckenridge moved to cancel future regional finals; seconded by Jim Wesson; motion passed.***
2. Sponsorship Levels – The Committee would like to see Platinum Club raised to \$5,000; **New Gold Sponsor - \$2500; Silver Sponsor- \$1,000 and Friends of the PCCHA – All donations at \$999 and under.** ***Monty Buntin approved the New Sponsorship Levels; seconded by Ryan Long; Motion passed.***
3. Super Futurity – John presented a unique addition to PCCHA’s futurity called the Super Futurity. Below are the highlights of this new concept:
  - A. \$5,000 Entry Fee/Slot Purchase - \$75,000 to the winner -
  - B. Open to maximum of 100 Horses – Separate from the regular Futurity.
  - C. Top 20 horses compete in the Finals.
  - D. Discussion varied on what to do with #'s 21-40 if anything.
  - E. Needs early advertising to gain momentum.
  - F. Board has asked Strategic Planning to continue creating a plan for presentation in early February 2023.

**Youth Committee** – Jordan Diaz- Several Fund raisers were successfully executed in 2022 including a hog raffle that brought in \$7,000. Letters to all youth and past youth were sent out reminding them of their scholarship earnings balances within the PCCHA. There has been a positive response to the letters so far. Carol Ward graciously donated a saddle to the Youth to auction off at this year's awards banquet in Paso Robles.

**Youth Fund Committee** – Norm Clark reported that the Youth Fund account is healthy despite the current market's ups and downs. Total currently in this account is \$544,138.84. Norm provided a 3 year scholarship payable and profit and loss report for the Board to read.

**Youth Cutting Clinic** – Lee Brooks announced that there will be a Modine Smith Youth Cutting Clinic April 1<sup>st</sup> at his ranch in Jamestown. Rock Hedlund will be the clinician.

**Cowan Ranch & Youth Qualifiers** – *Ryan Long moved to provide NRC&CHA (Winnemucca) and CCC/GCCHA (NCHA Weekend-tentative) each a Cowan Ranch and Youth qualifier; seconded by Kathy Cardon; Motion passed.*

**Committee Restructure** – Phil Benadum – The committees were somewhat outdated and needed to be re-structured and in turn be more active. Phil presented the new structure to the Board. *Katie Peterson moved to approve the new structure; seconded by Katie Banuelos; Motion passed.* A copy of the committees was included in each Board Member's packet.

**Futurity Restructure** – Phil Benadum

1. One Payment instead of two. Payment will be due on a date where there is little or no-show conflicts.
2. 30 Day Entry Cut Off
3. Late Fee – Can be applied if paid 10 days before the start of the show. After 10 days, one can enter, but must go at the end of a set (no late fee applied).
4. The Board would like to see that entries & stall orders can be made online taking some pressure off staff and making owners and riders more responsible for their own entries and changes. Kathy Cardon will contact NCHA to inquire what possibilities there are in sharing their online database with the PCCHA.

**Side Note:** if implemented for the Derby, the Entry Date would be May 9<sup>th</sup>.

*Jake Pinheiro moved to approve Futurity Re-structure #'s 1-4; seconded by Monty Buntin; Motion passed.*

**Futurity Non Pro/Amateur Divisions** – Phil Benadum - The Amateurs & Non pros disliked the restrictions put on the classes at the futurity last year as far as how many times they could show a horse and they disliked the combo rule. *Jake Pinheiro moved to restructure the Derby & Futurity Amateur Divisions as an Open Amateur and An Intermediate Amateur. They will be drawn together-one go round- and separated for the own Finals. If they wish to combo, they can. The Limited division will be a class within; Seconded by Jim Wesson; Motion passed.* *Monty Buntin moved to repeat the same pattern for the Futurity Non Pro; seconded by Tom Long; Motion passed.*

**Side Note:** There was discussion also about running the Top-level Futurity Amateurs with the Top level Futurity Non Pro's in the same set. If said Amateur wishes to enter the Non pro as well, there could be some sort of incentive for that. Combos are also available.

**Futurity Sliding Scale on Added Money Classes** – The Sliding scale option discussed during the Finance report was re-introduced. The Board requested that Kathy Cardon investigate the possibilities and return with a report on the restructuring of purses based on a sliding scale. This should be brought back to the board within a 10-day period.

**Derby WOW Series** – Phil Benadum and Kathy Cardon – Last year the WOW Series of which there are 4 classes (Open, Non-Pro, Unlimited Am and \$50,000 Am) were held at the Derby and was well attended. **Monty Buntin moved to continue the WOW Series at the Derby for 2023; seconded by Tom Long; Motion passed.** Discussion was brought up about adding Weekend classes to the Fall Futurity. The Board would like Finance to publish a P&L report with all the details and report back to the Board as soon as possible.

**Cutters Caring & Sharing** – Phil Benadum – Cutters Caring & Sharing had a great year because of the support of many members. Chairman expressed the need to follow protocol if there is someone within the Cutting Horse business that does need help. Guidelines are on the PCCHA website.

**On-Line Horse Sale** – Tabled

**Executive Director Search Update & Proposal** – Phil Benadum - Currently, there are no qualified candidates for the Executive Director job as described. Phil has suggested to re-write the Executive Director Job description and branch off some of the responsibilities on to a second position called Marketing & Communications. He recommended Ashley Hallinan for that second position as she knows and understands PCCHA and has an education in that field. Katie Fonsen Young will help in re-writing the E.D. Job description. **Ryan Long moved to ask Finance to review the possibilities of a second position called Marketing, once the new description for the Executive Director is altered by Katie Young; seconded by Tom Long; Motion passed.**

Phil's last day of employment will be May 31, 2023.

#### **New Business:**

Website – needs to be better – there is a need for a mobile adaptation – calendar needs to have a direct link from front page to go to full calendar – **Motion made by Katie Peterson; seconded by Katie Banuelos; motion passed.**

Interim ED in case we can't find someone by May 31<sup>st</sup> – Phil stated that Tami has stepped in before and possibly could again temporarily.

Increase Jackpot money at Roundup to make it a better payout in the added money classes – to match AZ – increase it \$150 – **Monty Buntin moved to change the add back money to \$150 in all added money classes – seconded by Tosten Peterson; motion passed.**

**Cutter magazine subscription fees** – Will be sent to finance committee to evaluate the 15K paid might be better used elsewhere – possibly Ashley Hallinan could recommend a better vehicle.

**Youth Fund** – Norm will follow up and connect with McAllister Assets to discuss possible investment.

**Futurity** – questions about if the added money will be moved to other divisions with the changes we have made – this will be discussed after a call has been made regarding the Super Futurity in 10 days

Last item was brought up to cancel NTT due to massive increase in fees in 2022. No motion but all agreed it needs to be canceled and we can use Zoom, Microsoft Teams, or another option.

**Meeting Adjourned 1:00 pm**