

PCCHA BOARD OF DIRECTORS MEETING

Sunday, January 26th 2020

Rancho Murieta, CA

Members Present: Kathy Cardon, Katie Banuelos, Ryan Long, Sam Nevis, Morgan Cromer, Lee Brooks, Dylan Meyer, Debbie Day, Mike Flashman, Stan Williams, Norman Clark, Steve Schlesinger, Ruben Mageno, Sherry Cowan, Ashley Hallinan, Julie Clarke, Jerry Louie & Monty Buntin.

Excused Absence: John Dallaire & Brent Erickson

Absent: Jerry Louie

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

Meeting was called to order by President, Kathy Cardon, at 8:00 am.

Finance Report – Sam Nevis

Morgan Cromer moved to approve the Finance Report as presented; seconded by Julie Clarke; motion passed.

Sam also announce the second donation of \$17,000 from Bill Banners estate which totals \$42,000 altogether.

Katie Banuelos moved to place Bill Banner's generous contribution from his estate to fund the 5/6 Amateur at the Roundup in March for the next 3 years; seconded by Debbie Day; motion passed.

President's Report – Kathy Cardon

Kathy Cardon welcomed all new and continuing Directors to the Work Shop. Emphasis on ethics, missed meetings, and confidentiality was discussed. .

Standing Committee Reports

Cutters Caring & Sharing – Phil Benadum: Balance in account is \$104,182.56. Morgan Cromer and Steve Schlesinger have suggested that each year some sort of Fund raiser should take place to keep the fund healthy. Possibly a Calcutta during Tulare. Morgan and Steve will work together on this function.

Strategic Planning – John Echeverria: John's Committee met at 7:00 AM, January 25th at the Murieta Inn. Subjects discussed were as follows:

1. Is 5 PCCHA sponsored shows the right number?
2. Does the Association offer the correct amount of purses at each show?
3. Committee Members need to apply a "Trainer's Outreach" so that they can poll the trainers to see where they will be showing each year. John, Jerry Louie and Phil Benadum will contact the trainers in the near future.
4. Does PCCHA need to look beyond their present cattle supplier?
5. Better communication between the Association and its members needs increasing through webinars, blogs and Town Hall Meetings.

Breeders Committee – Ashley Hallinan:

Foal Nominations: Ashley Hallinan brought up that the foal nominations for 2 and 3 Year olds, is too high, and therefore no one is paying up their horses up at that age for the price of \$1,000 (2yrs) and \$2500 (3 yrs). She recommended reducing those fees to \$600 and \$1200. ***Monty Buntin moved to lower the price for 2 Year old to \$600 and for 3 years old to \$1200; seconded by Steve Schlesinger; motion passed.***

Ashley also requested that for 2021 forward, that the Stallion Service Auction end at 7:00 pm PST in order for those bidders to get home from work and make their bids before closing. ***Morgan Cromer moved to close bidding at 7:00 pm the day of closing; seconded by Sherry Cowan; Motion passed.***

Another suggestion was to add a box that can be checked off on the Futurity Entry Form for the foals that are eligible for the foal nomination purse and a check box for horses eligible for the Mare Incentive purse.

Executive Director Report – Phil Benadum

Cowan Ranch Saddle Series: Series number 1 will be at the Roundup in March and Series #3 will go to Ignacio, Co in July. Since Tulare will only be a LAE, the 2nd leg will be available. The consensus is that the 2nd Leg should go to a show in the North West.

Roundup Sponsor & Format Change: Coyote Rock Ranch will once again be the title sponsor for the 2020 Roundup. This will be their last year sponsoring this event. Format change consists of 2 levels in each category of the Limited Aged Event. John Dallaire has improved not only the ground but the cattle pens at the Paso Robles. The year End Awards Banquet will be held once again at Calipaso Winery. Phil would like to see a way where Every top ten contestant would be able to attend and receive a free dinner. He will continue to look into options!

Tulare Show: The Tulare show format was discussed in detail and the final motion was made:

Monty Buntin moved to hold the show in Tulare presently scheduled for April 28-May 3, as Limited Aged Event only with 2 levels in each category and to review the number of days needed to hold the show; Julie Clarke seconded it; motion passed.
A novice class may be incorporated.

Reno Show: PCCHA has contracted with “The Row” as the host hotels for Reno. The Row consists of the Silver Legacy, Circus-Circus and the El Dorado. Reno-Sparks Convention & Visitors Authority (NSCVA) has granted PCCHA \$5,000 towards the Road to Reno show in July/August. This grant is available every year and must be applied for yearly.

Cascade Futurity: Phil thanked Julie Clarke for the opportunity to work the Cascades Futurity of which the Association received compensation for. He looks forward to helping run the show in 2020.

International Series of Cutting: Phil Benadum and Katie Banuelos are working with the Canadian Cutting Horse Assn. on an International Series that would take the place of the Mercurias in the past. This series may involve the Open and Non Pro at the Core Balance Derby. Finals would be during the Calgary Stampede in July 2021.

New For 2020:

1. Online merchandise store
2. Better marketing including pod casts, webinars, cutting clinics and Town Hall meetings.
3. Salinas Rodeo: Suzy Silverberg and Caitlyn Antle-Wilson are working on bringing back a cutting finals to the Rodeo in Salinas. There will be 3 qualifiers. They are hoping that one of PCCHA's sponsored shows will be one of the qualifiers. Suzy and Caitlyn are currently obtaining sponsorship and will get back to Phil Benadum as soon as possible.

Meeting Dates: BOD – May TBD

Old Business

The current Work Shop held at the Rancho Murieta Inn, is becoming expensive and Kathy opened up discussion about alternate venues. Suggestions were: Triple Crown Ranch in Lincoln, South Point in Las Vegas, Farm Bureau in Sacramento and the Calipaso in Paso Robles. A decision will be made at the next Board of Directors meeting. It was recommended to keep the Work Shop close to the home office as not to increase travel expenses for staff.

Time Limit on Settling Cattle – Monty Buntin suggested enforcing a time limit on settling each herd of cattle at PCCHA events so that there is more uniformity. Time would be adjusted for the type of cattle being cut – appx 20-25 minutes.

Monty Buntin moved to try a time clock for settling cattle at the Roundup and at Tulare – using the 20 minute clock and calling the judges at that 20 minutes so they are in their boxes and ready at the 25 minute mark; seconded by Julie Clarke; Motion passed.

Meeting Adjourned at 11:30 AM: ***Morgan Cromer moved to adjourn; Ashley Hallinan seconded; Motion passed***