

PCCHA BOARD OF DIRECTORS

May 30th, 2018 - 10:00 am

Rancho Murieta Inn, Rancho Murieta, CA

Directors In Attendance: Morgan Cromer, Gavin Jordan, Suzy Silverberg, Terry Ratto, Ruben Mageno, Lee Brooks, Mike Flashman, Debbie Day, Dylan Meyer, Steve Schlesinger, Norman Clark, Steve Kovacs, Peter Belluomini, Julie Clarke, Dave Costello and Monty Buntin.

Directors Absent: Katie Banuelos, Kathy Cardon and Stan Williams

Staff Present: Phil Benadum, Tami Rodman and Debbie McGregor

Meeting was called to order by President, Morgan Cromer.

Finance Report - Suzy Silverberg: *Pete Belluomini moved to approve the 1st quarter reports including: Scottsdale P/L; Statement of Activities by Class; Balance Sheet and Assessment fee Income; seconded by Julie Clarke. Motion passed.*

Discussion: A reminder to the Board that the 4 year Old Derby held during the 2017 Futurity was financially unsuccessful and that the Board will accept the return of the 4 Year Old Cutting Stakes in 2018. Speaking on other situations that produced a loss so far for 2018 - The Cancellation of the Roundup in March due to the EHV-1 breakout and the bottom line loss of the Scottsdale Event - May 4-12. All together the loss so far is approximate \$60,000. Pete Belluomini suggested that event disaster insurance should be looked into. Julie Clarke volunteered to research. Suzy concluded with entry payment deadlines are important. The Association needs to know attendance numbers - it is a part of doing business.

President Report - Morgan Cromer: The Platinum Club and the Silver Sponsor Club are growing. There was mention of being a little more lenient with these sponsors on entering late and not charging them late fees. The Board was reminded that with eblasts and text alerts, there is little excuse for being late on entries and that the Association relies on all revenues. **Long Range Planning:** Morgan needs the Board's input on what keeps people coming to PCCHA events or what does not.

Executive Director Report - Phil Benadum:

1. Derby Update: Entries look good; Non pro down from last year. Amateur Entries up.
2. Roundup Update:
 - A. Working on Arena ground
 - B. Chose Nugget as Host Hotel (please use them)
 - C. There will be a futurity pre-work package offered: ***Steve Schlesinger moved to approve pre-work package Option #1; Pete Belluomini seconded the motion; motion passed.*** Option #1 costs \$495 and is on a breakeven analysis.
 - D. Scheduling & Survey Results: Phil reported on the results from the membership survey. This survey will be included with the Minutes of this report. A few items addressed: Not having any finals in the morning. Discussion about letting Open events go first during a LAE's. resulted negatively.
 - E. NCHA Competition Committee: A possible LAE restructure: Open, Non Pro and Am into Open, Intermediate and Limited Classifications may help entries feel compatible competition wise.

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Committee Reports

1. Finance: Suzy Silverberg - Besides Suzy's earlier report, she announced that the Finance Committee will review all finances after the conclusion of the Derby. Replacing the Mercuria Event may be needed if that event no longer exists in 2019.
2. Competition Committee: No Report
3. Judges Committee: Gavin Jordan: Derby Judges obtained. Working on Futurity Judges
4. Events: No Report
5. Strategic Planning: No Report
6. Marketing & Awards - Stan Williams: Phil reported for Stan who will continue to obtain Silver Sponsors at \$1,000.
7. Breeders Committee: No Report
8. Youth Committee - Norman Clark: Norman reported that there will be a Bill Riddle Clinic on June 8th in Plymouth and that another clinic will be scheduled with Lee Brooks in the future. Year End Awards will be scheduled during the El Rancho Futurity in September. There will be a rib BBQ and Bake Sale like last year (2017). There have been 2 auctions benefits which have brought in \$16,595.00.
9. Owners Committee - Julie Clarke reported that owners/riders are not enjoying the new NCHA \$50K AM Crossover ruling.
10. Sales Committee - Ruben Mageno: Board asked Ruben if a Sale is even in the works. Possibly if the Association keeps a show in Reno, a sale would be possible at that venue.
11. Trainers Committee - Monty Buntin: Discussed what auction items have been obtained to benefit the Trainers Dinner at the Derby.

Members Hall of Fame, Clark Miller Youth Awards and Inez Mabie Scholarship Applications - Due August 1st, 2018

Next Board of Directors Meeting: January 26-27, 2019. *Gavin Jordan moved to hold the 2019 PCCHA Convention at the Murieta Inn & Spa; seconded by Monty Buntin; motion passed.*

New Business

1. Gavin Jordan - in regards to working blocks in the practice pen. Feels they are not fair but necessary. Board felt that after the 10th horse in that block, extra horses should be billed accordingly
2. Julie Clarke asked that the office staff remember how important it is to send thank you notes to all that sponsor or purchase for tax purposes.
3. The Board questioned the longevity of Lucas Oil's Protect The Harvest - for conversation only

Gavin Jordan moved to adjourn meeting; Ruben Mageno seconded the motion; meeting adjourned at 2:20 pm.