

PCCHA Board of Directors Meeting

Convention - South Point Hotel & Casino

January 29th, 2017 - 9:00 am

In Attendance: Dave Costello, Terry Ratto, Suzy Silverberg, Morgan Cromer, Debbie Day, Dylan Meyer, Mike Flashman, Stan Williams, Steve Schlesinger, Ruben Mageno, Peter Belluomini, Eric Wisehart, Katie Banuelos, Lee Brooks, Kathy Cardon and Monty Buntin.

Absent: John Kratzer, Julie Clarke, Norman Clark, Peter Spadoni and Modine Smith.

Staff Present: Phil Benadum, Tami Rodman and Debbie McGregor

PCCHA Members Present: Debra Flashman, Whit Davis, Kim Davis, Jack Cowan and Sherry Cowan.

Meeting called to order by 2017 President, Terry Ratto who welcomed all new Board of Directors as well as returning Board of Directors.

Board of Directors Minutes from August 17, 2016: Informational only - approved via email at an earlier date.

Finance Committee Report - Suzy Silverberg: A small profit was made in 2016 even with the changes made within the Association (Re-branding image for consistency and refurbishing website) and the \$82,500 used to create the Open Derby purses at the 2016 Futurity. ***Monty Buntin moved to approve Finance Committee Report; seconded by Katie Banuelos; motion passed.***

President's Report - Terry Ratto: Terry congratulated and thanked Kathy Cardon and Ruben Mageno for joining the Executive Committee. He went over the 3 meeting dates scheduled for 2017 and the importance to attend. He requested that each board member sign a confidentiality agreement and expressed the significance behind the agreement. He explained what is expected out of each newly formed committee and that he will expect quarterly reports from each Chairman. Terry and Phil Benadum will develop a criteria and goals that are expected from each committee.

PCCHA Coyote Rock Ranch Round - Phil Benadum: The Round Up will also house the PCCHA 2016 Year End Awards Banquet and General Membership meeting. There will be some challenges this year as the Paso Robles Event Center will be under construction which will affect the stall and RV areas. Portable stalls will most likely need to be brought in. The Board suggests that Phil obtain a map and stall chart for contestants as to reduce potential confusion.

Core Balance Derby: Dates will tentatively be June 9th-18th, 2017. There will be no Metallic Cat incentive, but the Mercuria will remain. However, Metallic Cat could be approached on a sponsorship basis. Phil Benadum will look into that possibility.

2018 Convention Location - Discussion:

- 1) The Convention needs to be advertised more
- 2) Convention should provide more educational clinics
- 3) Possibly put together a stallion/Breeders "Meet and Greet" cocktail party
- 4) Overall, make the Convention more exciting and something members want to attend
- 5) Discussion of locations - Phil Benadum will look into several places discussed for the 2018 Convention. He will gather opportunities and costs and report back at the May Board of Directors meeting.

Executive Director Report - Phil Benadum:

Purina Applications: ***Morgan Cromer moved to approve GCCHA May 19-21, 2017 for the 2nd Purina Saddle Series; seconded by Monty Buntin; Motion Passed. Morgan Cromer moved to approve NMCA in Ignacio, Colorado for July 14-16, 2017 for the 3rd Purina Saddle Series; seconded by Peter Belluomini; motion passed.***

Assessment Fee - 3 Year Comparison: Informational only

Systems Hand Book: PCCHA staff is preparing their individual hand books of their responsibilities. Will have more information at the May Board of Directors meeting.

Dru Stewart Presentation: Phil presented Dru Stewart's power point in regards to long term competitive industry strategy. The Non pro classes are becoming financially obsolete and the Unlimited Amateur is growing. The current NCHA rule for Limited Aged Events is that a contestant must choose whether they wish to show in the Non Pro or the Unlimited Amateur if they have won more than \$100,000 unless they are over 60 years old, in which the ruling is waived. The PCCHA Board feels that this ruling limits participation. The Board feels they need statistics from NCHA on how many contestants this ruling affects before taking any kind of action. They have asked Suzy Silverberg to work with NCHA and gather more information and report back at the May Board of Directors meeting. The Board in general feels that more purse money needs to be offered to the Unlimited Amateur in all Aged Events.

New Business

Steve Schlesinger moved to take the 3rd leg of the Purina Series and allow applications to be due on April 30 so shows approved later in the year have an opportunity to apply. This ruling will begin in the 2018 year; seconded by Monty Buntin; motion passed.

Monty Buntin visited new concepts for Breeders Committee - Promotional videos and incentives for West Coast stallion owners. A request will be sent to Breeders Task Force.

Kathy Cardon informed the Board that housekeeping needs to be performed on outstanding event invoices. Those who have entered PCCHA events are taking too much time to pay or if they don't believe they owe on the bill, they ignore the invoices.

Suzy Silverberg moved to add verbiage to event invoices stating that if the receiver does not dispute billing within 60 days of billing, the charge is theirs; seconded by Kathy Cardon; motion passed.

Morgan Cromer moved to add that a 15% charge will be added to outstanding event balances after 30 days from billing; seconded by Kathy Cardon; motion passed.

Unlimited Amateur Entry Fee: ***Morgan Cromer moved to increase all Aged Event Unlimited Amateur classes by \$158 to the entry fee, which in turn adds to the purse; seconded by Peter Belluomini; motion passed.*** \$636 will now be the total entry fee. Entry fee was \$478.

Youth Year End Awards: Mike Flashman reported from parents of cutting youth. They were disappointed that not all your received buckles for 2016 Year End awards. The PCCHA Chair for awards, Stan Williams, will bring this topic to the Marketing & Awards Committee and in turn, Committee will make a recommendation.

Meeting Adjourned: 11:40