

PCCHA Board of Directors Meeting
Saturday, January 24, 2016
South Point Hotel & Casino, Las Vegas, NV
9:00 am

Board of Directors Present: President, Dave Costello; President Elect, Terry Ratto; Vice President, Morgan Cromer; Treasurer, Suzy Silverberg, Immediate Past President, Mike Wood, Dylan Meyer, Mike Flashman, Steve Schlesinger, Katie Banuelos, Peter Belluomini, Eric Wisehart, Ruben Mageno, Julie Clarke, Monty Buntin, and Kathy Cardon.

Staff Members Present: Phil Benadum and Debbie McGregor

Board Members Absent: Gavin Jordan, Debbie Day, Norman Clark, Debbie Hall, David Booth and Modine Smith.

The PCCHA Board of Directors Meeting was called to order by President, Dave Costello.

Finance Committee Report - Suzy Silverberg, Treasurer

Morgan Cromer moved to approve Finance Committee Report; seconded by Mike Wood; Motion passed

Discussion:

Credit Card Fees: Mike Flashman will provide Suzy Silverberg a contact pertaining to lowering what the Association pays in fees to provide members the opportunity to use their charge cards towards Association services.

Entry Late Fees: Kathy Cardon will run some numbers in regards to future Limited Aged Event late fees. Late fees do provide a significant income towards the Association's "bottom line", however, the process must agree to the member majority. Kathy will provide complete information to the Finance Committee at the march 2016 Finance Committee meeting.

The Roundup in March at Paso Robles will now provide "in-house" service for hay and shavings. President, Dave Costello, will call John at J&S Feeds and let him know of the change.

Presidents Report - Dave Costello

Dave Costello welcomed all members, Board of Directors and new assignments for 2016. He reminded everyone that the PCCHA has existed since 1950 and that the Association continues to exist due to its strong due diligence to its membership. Meeting dates, Protocols, Guidelines and Board of Director Code of Ethics were provided and each member was requested to sign the Code of Ethics agreement and hand that agreement into Debbie McGregor. Phil Benadum also reminded the Directors that a directors eblast is provided for their benefit and to please respond to all eblasts and emails sent to them if applicable. Board of Directors attendance was discussed as well as other By-Laws that possibly need to be reviewed. It was decided that Peter Spadoni would gather a committee to review the current by-laws and provide recommendations to the Board of Directors via email before presentation at the General Membership meeting during the Roundup in March 2016. His committee consists of Kathy Cardon, Monty Buntin and Pete Belluomini.

Standing Committee Reports

Aged Events Oversight/Strategic Planning - Kathy Cardon

The present Cutting Stakes program needs re-vamping. Possibly opening up the 4 Year Old at the Futurity is a consideration with the Cutting Stakes "Incentive" within that Open 4 Year Old event. Purse money for the new 4 Year Old Structure will need to be raised and the Stallion Owners will need to be contacted and sold on the new concept. Finance and Executive Committee approvals required. Extensive discussion pertaining to the 4 and 5/6 Year Old Opens at the Derby and Futurity. Numbers need to be run calculating a \$50,000 purse in each. Entry fees will need to be formulated. It was unanimous that the Open and Non Pro's should be one go-round and 30% to the finals. This will entice amateurs to enter the Non Pro as well as the savings on cattle and time. Other items discussed in order to raise money for purses was a Platinum Club member drive. LAE payments were discussed and it was decided that one payment instead of two would be better and charge a late fee after that one payment. Stall orders would follow the same suit. The Board felt that stalls could be due 21 days before an event, which would be enough time for trainers to have a close stall count and still give management enough time for organization.

Cattle - Morgan Cromer

Cattle for the March Roundup are secured. Bidding out the Roundup cattle did not get done for 2016, but will happen for 2017. Currently, cutting cattle are costing between \$63 dollars-\$65 dollars per head. Cattle Committee will work diligently to negotiate lower fees. Committee has written up a simple agreement between the Association and the Cattle provider in order to provide a more clear communication of all fees.

Judges - Dave Costello for Gavin Jordan -

Judges have been secured for the March Roundup. Judge selection was discussed. Each Committee member was asked to provide names of 5 judges. A list of judges was derived accordingly and voted upon with those judges with the most votes called first. Office staff calls those judges in sequence until they obtain the number of judges needed for the show.

Non Pro - Katie Banuelos

Katie Banuelos and her Committee are working on ideas to entice more participation in the Non Pro classes and aged events. A "Rookie Non Pro" was discussed in detail with Peter Spadoni offering to create the details. Rose Johnson has volunteered to sponsor an award for whatever incentive the Committee presents.

Unlimited Amateur - Norm Clark (report provided in BOD packet)

Norm Clark's report included new trial program - NCHA unlimited Am class at a weekend level. Concern towards a negative effect to the weekend Non Pro is recognized. Show Management will be contacted when program is ready to implement by NCHA. PCCHA Year End awards banquet location was discussed. Final conclusion was to see how the banquet is accepted during the March Roundup.

Committee would like to see the Year End Champions showcased better. Board discussed and suggested providing posters of each champion displayed at the March Roundup. This would promote awareness for the champions and would tie in well with the banquet.

Trainers - Eric Wisehart

- Would Like to see mission statement created for Trainers Gold Club and use this title for the sponsored 4 Year Old at the Roundup: "Trainers Gold Club Derby"
- Educational meetings: Business insights for both trainers and assistant trainers - first meeting to be held during the March Roundup, Tuesday Night, March 8th.
- Establish a group effort from the trainers for positive thinking towards cutting and the Association
- Would like to improve the Trainers dinner by advertising the Auction items more and increase fund raising opportunities. Julie Clarke has offered to help obtain auction items.

Trainer Proposals:

- Change Entry substitution/same owner from \$100 transfer fee to \$25
- Change the 5/6 Open and the Derby and Futurity to one go-round and 30% to the finals
- Institute a Jack Pot Intermediate class within the 4 and 5/6 Year Old Opens
- Stall Fees and late fees be simplified - suggestion is to make stalls due 21 days before the event. After the 21 days, the late fee (whatever that fee will be) will be attached to the stall price.

Youth - Vicki Costello - Dave Costello reported that the first Pacific Coast Youth Cutting Horse Association meeting will be held during the March Roundup.

Stallion - Kathy Cardon

Stallion report covered in Oversight and strategic report. Foal nomination forms need to get into the hands of the stallion and mare owners.

Awards - Michelle Lemaster

Michelle LeMaster read Awards report prepared by Chairwoman, Mindy Strohl. Roundup awards have been secured as well as Year End Awards. However, these awards still need sponsorship. Michelle LeMaster showed the Directors a custom bronc halter that could be used for top ten awards in 2017. The Committee is working with the Yeti Coolers for possible future awards. A proposed buckle bid from Vogt Silversmiths was presented. ***Terry Ratto moved to not entertain the buckle bid from Vogt Silversmiths; seconded by Kathy Cardon; motion passed.***

Platinum Club sponsorship was discussed in detail. Possibly creating new members for the Platinum club could result in adding more purse money to **new** Open Derby at the Futurity. The goal being set is between \$25,000 - \$35,000 purse. The Board made a list of close to 100 names. After a letter is created explaining the Platinum Club, the list will be divided amongst the appropriate individuals that fit the task.

Roundup News

The Board has designated to hold the general membership meeting on Friday, March 11th, for one hour, right before the Pro/Am finals. Kathy Cardon will add this to the Schedule of events.

Core Balance Derby - June 10-19, 2016. South Point Arena, Las Vegas, NV

Convention 2017

Eric Wisehart moved to hold the PCCHA Convention at the South Point Hotel & Casino for 2017 and that the Platinum Club be extended a special invitation; seconded by Monty Buntin; motion passed.

PCCHA Senior Tour - Phil Benadum

The rules are up on the PCCHA web site and program is up and running

PCCHA Futurity Challenge - Dave Costello, Whit Davis & Jim Garfinkel

Purpose of the "Challenge" is to increase participation during the Futurities. Show management and secretary participation crucial. Rules state that participant should show in 3 events plus the PCCHA Futurity. Board decided they liked 2 plus the PCCHA Futurity. The \$450 entry fee would fund the pot paid out at the Futurity 1st and 2nd place 70/30 plus trophies. The Board's question is, does the Association need this presently with the move to Las Vegas in play? Proposal was tabled until after the 2016 Futurity.

Adding New Mexico to the PCCHA Region - Phil Benadum

Eric Wisehart moved to accept the state of New Mexico into the PCCHA region; seconded by Suzy Silverberg; motion passed. The proposal is a change in the by-laws so this will be voted on at the General Membership meeting at the Roundup in March.

Derby 5/6 Open JP Increase Entry Fee - Dave Costello

Proposal based on 2 scenarios:

Added money increased by either \$25,000 or \$35,000/with a \$500 entry fee increase. Goal is to increase jackpotted monies to have both events at \$50,000 added each.

Purina Locations Vote

Kathy Cardon moved to approve both KCCHA in Bakersfield in May and NRC&CHA in Winnemucca over NCHA weekend in June for Purina Contests for the 2nd leg based on both applicants are not on at the same time and they would be in two different states; Morgan Cromer seconded; motion passed. Mike Wood moved to approve NMCHA for the 3rd leg of the Purina in Ignacio, Colorado in July; seconded by Monty Buntin; motion passed. Board is considering changing the due date for the 3rd leg later in the year so affiliates have time to secure later dates.

Old Business

Bridgeport Cutting - Phil Benadum is still working on this show as a summer cutting. Still waiting to see if there will be cattle available.

Futurity Schedule - Board agrees to attempt to put Open finals on the weekend to bring in crowd participation with the emphasis on the Open Futurity finals

Weekend Shows Futurity Approval - Board agrees to add the weekend Futurity classes as PCCHA approved at \$7/entry. Futurity approval rules would follow PCCHA's LAE weekend rules for approval.

Marketing and Development Committee - The need for a marketing and development Committee is evident. The Board has requested that Julie Clarke chair this committee. They have asked Julie to gather ideas and suggestions that will benefit and organize the Association by March 1st to the Finance Committee for review.

Meeting Adjourned: 1:00 pm