

Board of Directors Meeting Minutes
May 14th, 2014 – 10:00 am
California Farm Bureau Federation Building – LEADERSHIP CONFERENCE ROOM
Sacramento, CA

Board of Directors present: President, Sam Nevis; Vice President, Dave Costello, Treasurer, Frank Martin.

Members: Kathy Cardon, Todd Bimat, Jerry Louie, Katie Banuelos, Norman Clark, Lee Brooks, Ruben Mageno, Bonnie Johnson, Suzy Silverberg and Gavin Jordan.

Directors Absent: President Elect, Mike Wood; Immediate Past President, Scott Weis

Members: Terry Ratto, Modine Smith, Morgan Cromer, David Booth and Phyllis Sorbet.

Staff present: Executive Director, Phil Benadum, Tami Rodman and Debbie McGregor

1. **Call to Order** – Sam Nevis
2. **Roll Call** - Tami Rodman
3. **Finance Committee Report** – Frank Martin
 - A. 1st Qtr Financial Report
 1. Roundup P/L
 2. Revenues & Expenses by Class
 3. Statements of Assets, Liabilities & Equities

Todd Bimat moved to approve Finance Committee Report as presented; Seconded by Kathy Cardon; motion passed.

Discussion: Concern on present entries for the Derby in Las Vegas. The Board endorsed the execution of advertising the Derby on the Jumbotron for the duration of the Breeders Invitational in Oklahoma. Balance sheet for the association will improve once the office building is sold.

4. **Executive Committee Report/Recommendations** – Sam Nevis
PCCHA Office Building Update- Sam Nevis reported that escrow is scheduled to close June 1st. PCCHA staff will remain in the building and pay rent space to new owners Grupe Real Estate. Sam reminded the Board that they as a Board granted the Executive Directors of the PCCHA permission to execute the negotiations of this sale And that the Executive Committee has followed instruction appropriately. A Thank You to Tom deRegt, Norman Clark, Suzy Silverberg, Frank Martin and John Primasing for their roles with negotiations of the office building Sale.

5. **Executive Director Report** – Phil Benadum
 - A. **Derby Update** - Cattle have been secured
 - B. **Futurity Dates** - October 21st - November 2nd, 2014.
Dates are set. New contract with Paso Robles Event Center has been agreed upon. Daily rate for 2015 and 2016 is \$3,200 and will go up to \$3,300 from 2017-2019. The new policy has a better “out policy” for both parties. Phil along with Mark Borjon, John Kratzer and Mike Rawitser will be meeting with the Paso Robles City Council to negotiate an increase in monetary sponsorship and a five year commitment. David Costello reported that he is working on a sponsor potentially for \$10,000 a year with a 3 year commitment.
 - C. **Convention Venues** – **Todd Bimat moved that the Association hold the 2015 Convention and 2014 Year End Awards at the South Point Casino; seconded by Dave Costello; Motion passed.**
Awarding champions with 2 free dinner tickets was discussed.
 - D. **Long Range Planning Committee** – Phil Benadum requested to the Board that he be able to form an advisory committee that he can go to for advice/suggestions when needed. His Committee consists of Carol Jenkins, Suzy Silverberg, Theresa Gillock, Morgan Cromer and Terry Ratto.
 - E. **PCCHA Booth** – Looking for ways to promote the PCCHA and its programs; Phil Benadum asked for a budget of Appx \$3,000 to buy a portable booth to set up at various venues. The Board suggested that Phil present a proposal to the Executive Committee.
 - F. **Sponsorship - 2014 Futurity-** Phil Benadum reported that there is presently no Title Sponsor.

6. **PCCHA Approval Fee Proposal** – Kathy Cardon – discussed ways to get PCCHA affiliates in other states involved. The affiliates don't have as many PCCHA members but those who do go to those shows would like to have their money count towards standings. Kathy suggested an "Endorsement Show Approval" where the show itself would pay a small fee and then those contestants that wanted their monies to count would do the same per class (see supporting documents titled: Proposal: PCCHA "Endorsement" Show Approval). After extensive discussion, the Board asked Kathy to work out a few "bugs" from the discussion, possibly poll the membership and return at a later date with an updated proposal.

7. **Committee Reports**

- A. **Strategic Planning/Aged Event Oversight** - K. Cardon – Purina at KCCHA was well attended considering it was Mothers Day. Kathy also proposed an updated Purina policy- (see supporting document titled: "Purina Series Shootout Proposal"). ***Jerry Louie moved to approve the new Purina format – 3 legs (must provide fresh cattle) and a shoot out at the Futurity. Top 10 money earners and ties will be invited for a Shootout in both the \$35K Non Pro and \$15,000 Amateur. There will be no minimum class attendance required and based on total earnings. Champion and Reserve Buckles at all 3 legs; saddles awarded to the champions at the Shootout; Bonnie Johnson seconded; motion passed.***
- B. **Cattle** - L. Brooks – Found Cattle for the Derby: 1200 head from Needles, CA and 2,300 head coming from Red Rock, AZ. Futurity will come from Bridgeport, NV. Lee suggested that a more organized way needs to be put into operation concerning ordering cattle at the shows for accuracy. ***Gavin Jordan moved that the Association adopt the policy that 3 signatures are needed to order cattle during a show with that cattle order form remaining in the show office. The 3 signatures will be that of the show secretary, the cattle boss and the PCCHA Executive Director. Ordering will require a signature, date and time of day. Presently, if Executive Director, Phil Benadum is unavailable, Gavin Jordan will act as his Liaison. Motion was seconded by Frank Martin; motion passed.***
- C. **Judges** - T. Castilaw – reported by Phil Benadum – Derby judges secured- presently working on hiring Futurity judges.
- D. **Non Pro** - N. Clark – Norman listed some of the agenda items going to NCHA Convention and invited the Board to provide additional input.
- E. **Rules** – P. Spadoni – No Report
- F. **Awards** - M. LeMaster – No Report
- G. **Stallion** - K. Cardon – New Foal and Stallion Program well received. Will continue to promote.
- H. **Youth** – K. Davis – No Report
- I. **Trainers** – G. Jordan –Auction Items for Trainers dinner in place.
8. **Old Business – Western Nationals** – Jerry Louie reported on the Western Nationals in Denver, CO. He described the show as well run with good weather and cattle. There were not many entries from the PCCHA. Western Nationals return to Reno in 2015 with the Nugget as the Host Hotel. Jerry urged members to attend.
9. **New Business**
- A. **Members Hall of Fame** – (nominations) – ***Jerry Louie moved to recommend to the Hall of Fame Committee that no more than 2 HOF candidates be nominated per year; seconded by Frank Martin; motion passed.***

10. **Adjournment** – 12:45