

PCCHA Board of Directors Meeting

August 13, 2014/10:00 am

Harris Ranch, Coalinga, Ca

Officers In Attendance: President Sam Nevis, President Elect Mike Wood, Vice President Dave Costello, and Treasurer Frank Martin.

Board Members: Ruben Mageno, Terry Ratto, Katie Banuelos, Jerry Louie, Todd Bimat, Kathy Cardon, Norman Clark, Bonnie Johnson, Morgan Cromer, Suzy Silverberg and Phyllis Sorbet.

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

Guest: Sam Nevis, Sr.

Directors Absent: Modine Smith, Gavin Jordan, David Booth, Lee Brooks and Scott Weis

Finance committee Report - Frank Martin

Jerry Louie moved to approve report as presented; seconded by Todd Bimat; motion passed.

It is significant that the Board be aware of the accounting presence of the loss on the PCCHA office building being recorded on the books. The building has to be expensed and accounted for. A bridge loan of \$63,000 still exists. It was the recommendation of the Finance Committee that this loan be paid off by the end of 2014 if the Association experiences an equally successful futurity in 2014 as in 2013.

Executive Director Report: Phil Benadum

A. After presenting the **Futurity schedule** to the Board of directors, it was decided to send the schedule back to this committee for a reschedule. The first 3 days were very long and there was an error made on what day the show would start. This turned into an advantage as the schedule can be easily rearranged and can take advantage of the extra day.

B. **Sponsorships: Holy Cow Performance Horses, LLC will be the Title Sponsor for the 2014 Futurity.** The Association has signed with the Paso Robles Event Center for the next 5 years. The contract contains a clause that allows either party an "out" with a one year notice. The city of Paso Robles will meet soon in anticipation of approval of a \$20,000 per year sponsorship for the next five years. Phil is looking for an individual to write the **Daily Cutter** during the Futurity. Morgan Cromer may know of someone. It was suggested that a student at Cal Poly might work as well. **Derby Sponsors**, Terry and Stephanie Larrabee of Core Balance were happy with the event at South Point Arena and wish to remain that event's sponsor for the next 3 years with notification of any location changes. Currently there is no 2015 Roundup Title Sponsor. Phil would like to create a special event such as a barrel race during the Round up to create a new membership vehicle as well as bring in new interest to the Association.

Executive Committee Report

A. Platinum Club Allocation – Frank Martin made a presentation for Platinum Club allocation that will alleviate the following problems:

1. Bookkeeping changes and reactive budgeting
2. With the Platinum Club running on a fiscal year, it does not allow the members who sign up at the Futurity all of the perks for the next fiscal year.

Possible Solution: Collect all Platinum Club money and allocate to the next calendar year. Posting Platinum money to balance sheet as an asset and a liability (Funds held in trust). The income would be recognized the following calendar year.

Terry Ratto moved to approve Platinum Club Allocation Proposal number 1-8; Mike Wood seconded; motion passed.

1. All Platinum Club memberships would run from April 1 through March 31 of the next year.

2. This time frame would allow the members full access to all perks afforded to the members at every show we produce.

3. *For accounting purposes only we will do the accounting from January 1 through December 31.*
4. *The split in fiscal and membership periods allows us to know what the dollars are at the first of the year so we can allocate the money into the show during the budgeting process.*
5. *The dollars collected during the Platinum year would be set up in a "Reserved Fund" account just like the Gelding or Cutting Stakes are at this time.*
6. *Currently we have collected \$30,000 through June 2014.*
7. *Recommended that we allocate \$7,500 to the Derby 2014.*
8. *Recommend that we allocate \$15,000 of 2014 monies and \$10,000 of 2013 monies to Futurity 2014.*

The Board of Directors agrees that the monies allocated to these events and to future events contributes to that event's "bottom line".

B. South Point Proposal- Sam Nevis

The South Point Casino submitted a written proposal inviting PCCHA to combine their futurity with South Points in order to create a "3 year old show case" as well as a "super show" for 4 and 5-6 year olds. This future event would be held in Las Vegas. After extensive discussion, the motion read as follows:

Jerry Louie moved to table further discussion and to request that the Finance Committee and the Long Range Planning Committee gather additional and complete information and return to the Board of Directors with a side by side analysis; seconded by Suzy Silverberg; motion passed.

C. Review of Derby Cattle Costs – Kathy Cardon

Kathy Cardon presented several case scenarios to alleviate some of the Association's economical burden concerning the rising cattle costs at the Derby in Las Vegas. After reviewing all options, the motion was made: *Kathy Cardon moved to increase cattle charges to \$75/head in events with 2 go-rounds. These events will have 4 head per cutter in the go-rounds and 4 head per cutter in the finals. The Amateur cattle charges and 3 head per cutter in the go-round and finals will remain the same; seconded by Todd Bimat; motion passed.*

Norman Clark moved to increase the \$50,000 Amateur events at the Derby \$100 from a \$250 Jackpot to a \$350 Jackpot; seconded by Kathy Cardon. Discussion- Called to Question- In favor of- 2; all opposed-14. Frank Martin and Bonnie Johnson abstained. Motion did not pass. The Board requested that Kathy Cardon work on this project and return with additional options.

Awards Committee – Phil Benadum: It was decided that the champion and reserve champion futurity buckles would have the name of the sponsor- Holy Cow Performance Horses

Judges Committee- Todd Bimat: Derby Judges did a good job. He would like to get Futurity judges more comfortable chairs. Morgan Cromer volunteered to sponsor the chairs.

Non Pro Committee – Norman Clark: Reported on what happened at NCHA Convention: Slot purchase for area work offs; removing rider age limits on horses owned by rider's parents and grandparents at Limited aged events.

Youth Fund Committee – Debbie McGregor: Youth Cutting Clinic in August; 4 applications for the Inez Mabie Scholarship; Harvest Moon Gala coming together for the Futurity. The Board of Directors would like to move the Invitational to the first Sunday after the Gala event so that both events show case each other better.

Cattle Committee – Morgan Cromer: Phil Benadum and Pat will be travelling to Bridgeport to check on the Futurity cattle.

Stallion Committee – Kathy Cardon: Kathy reported that there is a need to step up the promotions on the new programs. Part of stepping up will be the purchase of a portable booth that will go to different events showcasing the stallion and new foal programs as well as other PCCHA programs. During the NCHA Futurity and Super Stakes, PCCHA information will be available at Wayne Hodges's 4 Star trailer booths.

Cutters Caring and Sharing – Phyllis Sorbet: *Phyllis Sorbet moved that a Cutters Caring & Sharing check box be added to the PCCHA membership application so that members have that option to donate; seconded by Bonnie Johnson; motion passed.*

Hall of Fame Nominees – Sam Nevis: Mike Wood moved to approve the nominations for 2014 Members Hall of Fame – TJ and Debbie Day, Kathy Cardon and Phil Benadum; seconded by Frank Martin. Kathy Cardon abstain; Jerry Louie opposed.

2015 Officers and Committees

Officers and Director Nominating Committee:

Chairman: Scott Weis; Members: Morgan Cromer, Sam Nevis, Gavin Jordan and Suzy Silverberg

2015 Standing Committees - Mike Wood: *Jerry Louie moved to approve 2015 Standing Committee Chairmen; seconded by Kathy Cardon; motion passed.* They are:

Finance Committee: Frank Martin

Strategic Planning and Oversight: Kathy Cardon

Cattle: Morgan Cromer

Judges: Gavin Jordan

Non Pro: Katie Banuelos

Awards: Michelle LeMaster and Kathy Breckenridge

Unlimited Amateur: Theresa Gillock

Trainers: Gavin Jordan and Eric Wisehart

Youth: David Booth

Stallion: Kathy Cardon

Rules: Peter Spadoni

Hall of Fame/Ed Smith: Tim Smith

Youth Fund: TBA

Meeting Dates and Locations

January 25th, 2015 - South Point Casino, Las Vegas

May 13th, 2015 – Sacramento, CA

August 12, 2015 – Harris Ranch, CA

Meeting adjourned: 2:30 pm