

SDRA MEETING NOVEMBER 15, 2013

GOVERNORS INN, PIERRE 6:30 PM CST

SDRA President Dan Pirrung called the meeting to order at 6:35 pm CST. Roll call was taken with the following Director's present: Dan Pirrung, Dave Marone, Scott Hollenbeck, Chuck Maher, Mary Pat Fawcett, Lennie Steffen, Kaycee Wilking, Lance Lesmeister, Steve Klein, Mike Weidman, Gary Garbe, Tucker Dale and Merretta Anderson.

The new Event Director's were introduced and thanked for their commitment to the SDRA.

Dan reviewed the minutes of the last meeting as presented by Executive Secretary Ann Sundermann. The minutes were passed around for review.

Ann presented the financial report and any questions were called for. We have not yet received payment for their share of the membership rodeo from the M-SRA. Dan commented on his discussion with the M-SRA President. Ann reviewed the financials comparing year to date at this time last year. Ann also notified the Board of the tax return being handled by Jeannie Ericsson in Lemmon, Accountant, and was instructed to use her tax services again this year. Ann reviewed the sponsorships that are yet unpaid from this year and the Board indicated that unless the money is turned in prior to the Finals in 2014, the contestants will be charged for the unpaid amount. Motion by Lance, 2nd by Kaycee to accept the financial report as presented. MC.

PR Director, Merretta Andersen, reviewed information on the update of the sdra website. She reviewed prices of new providers and indicated that Dakota 2000 has said that they would release the sdrodeo.com domain, if need be. Discussion was held on adding links to sponsor websites and a scrolling ad of the sponsors on the new website. Now is a good time to reconstruct the website, while it is not rodeo season. There was a motion by Steve Klein to switch the website provider to Merretta's preference, 2nd by Chuck Maher. MC.

The 2014 Rodeo Application Approval Form was presented, reviewed and approved. Over 40 calf roping was added to the list of events because some rodeos are writing it in another event's space, and there has been some confusion. It was clarified that it is not an SDRA approved event. Ann expressed her concern that the Board not approve the applications unless they are complete. The applications will be available after a new secretary is hired and the mailing address on the top of the form can be changed.

The next item on the agenda was the 2013 Finals Rodeo.

Personnel was discussed. Dan Pirrung was the Finals Coordinator this year. More help is needed in handling the cattle in the arena for each event, and opening the chute gates. Ann dispersed a financial statement comparing the last two year's Finals Rodeo. Wrist Bands were discussed and Ann explained that last year the wrist band income was included in the entry fee monies. This year it has been broken out into a new category. Mary Pat expressed her opinion that the contestant's should not have to pay for wrist bands in the future. Discussion was held on Finals Sponsorships, and Beau Bendigo was present to explain his solicitation of sponsors. He was hired late in the year for the 2013 Finals and has made some good contacts for the coming year. He is working on gaining major corporate sponsors, above the \$1000.00 amount. He indicated that he felt a trade out of personnel rooms needed could be obtained from one of the hotels as a sponsor. Ann gave him the number of rooms booked at the host hotel this year. Other venues, rather than the venues that the "rodeo community" listens to or sees, need to be utilized to gain attendance to the rodeos. Motion by Kaycee, 2nd by Mary Pat to accept the 2013 Finals Report, MC.

Ann Sundermann has turned in her written resignation to President Dan Pirrung and Vice President Dave Marone. She will be finished with her term on December 31, 2013. If anyone knows of someone interested,

please contact President Dan Pirrung. Dan has had one inquiry so far. Ann answered questions as to the amount of time that the position takes and the responsibilities it entails.

A letter from an email sent to Dan and Ann from SDSU Rodeo Coach Ron Skovly regarding the conflict with the college rodeos and the SDRA Finals was looked at. The Board agrees this is unfortunate, but it is in a contract with Rapid City for the dates through next year. Ron's comments were appreciated.

The possibility of a March Membership Rodeo in Sioux Falls was discussed. Dan has the dates of what has previously been the SD Horse Fair. It could possibly be the 14-16 of March. This date is before the college rodeos start. Dan will compile what the cost of using the Fairgrounds would be and it will be discussed at a future meeting.

Next, a judging clinic to be instructed by a PRCA judge, is in the planning stage for the 1st and 2nd of February. Chuck Maher will do some checking on if anyone is available to instruct it and what the cost would be.

Event Sponsorship amounts were discussed, and it was decided to have the event sponsorship amounts be the same as last year. The sponsors will be reviewed at a later date, to see what awards are wanted, and if other prizes would be better.

The SDRA Magazine entailed a lengthy discussion. Everyone agreed that it is a very nice product, but that the cost is getting prohibitive. Other options were brought forth, such as utilizing the new sdra website and a more detailed, color Finals Program. No decision was made at this time on whether to continue the production of the magazine.

Dan announced that there would be a December phone conference meeting to review the items that people are getting more information on. The time and date will be emailed or mailed to the Director's.

Stock of the Year plaques/pictures were handed out to those stock contractors in attendance.

Seeing no further business to discuss, there was a motion by Kaycee, 2nd by Lance to adjourn the meeting. MC. The meeting was adjourned at 8:30 pm CST.

Respectfully submitted,

Ann Sundermann, SDRA Executive Secretary