



COWBOY STATES REINING HORSE ASSOCIATION
***** BOARD MEETING *****
9/12/2018 7:00 PM

Roll Call

<u>Present:</u>	<u>Excused:</u>	<u>Absent:</u>	<u>Guest:</u>
Gordon Hinders			
George Pfeiffer			
Nancy Pfeiffer			
Peggy Peterson			
Brenda Leonhardt		x	
Kathy Nicholson	x		
Robert Peterson			
Erin Schroeder		x	
Nanette Till			
Debbie Russell			
Stephanie Williams			
George King			x

Prior to the official meeting, we visited with Great Western Reining Horse Association's Secretary/Director, George King about hosting the NRHA Mountain Region Affiliate Championship show at some point in the future. George is also an NRHA judge, steward, and is on the NRHA Affiliate Committee. He has been involved with the GWRHA's Best Little Derby and the Low Roller Reining Classic and basically opened the floor to our questions.

- George Pfeiffer asked him to outline the process in hosting an affiliate finals show and asked for guidance on what the CSRHA would need to consider. George King suggested that we ask ourselves, "why do we want to host this type of event?" The cost of NRHA prizes and hosting a show has increased significantly over the years. The GWRHA strives to keep entry fees low (\$50 per run for a bronze, for example). They want people to be able to afford to haul to a show. The CSRHA needs to consider the class sizes at the affiliate finals in Denver (September 19-23, 2018). The GWRHA places a lot of emphasis on the affiliate finals. They give away a trailer and lots of prizes to make it a big deal for everyone. As a result, they get a good turnout. The CSRHA needs to consider their goals. Affiliates need sponsorship money to help pay for the show. The GWRHA's goal was to be one of the largest events in the northwest. Other classes can help pay for the expenses. Financial backing is imperative. Consider \$1000 versus \$2000 being added to a class. Will your classes fill? Can you pay?
- George Pfeiffer asked about sponsorships. George King informed us that the Arizona affiliates have people donating \$5,000-10,000. The Tamarack Ranch in Joseph, Oregon sends \$5,000 to the GWRHA. Individuals give \$250 to \$2,000. People want to support this type of event. The Mantanna Ranch would sponsor \$60,000, but he had the money to lose. Once this type of event gets started, more people will want to get on board.
- The rule of thumb is to have 13-15 horses per class (or more if there is only one judge's fee). If you have \$1,000 added, 100 entry fees, and the NRHA's expenses, you may come up with \$1,000 to pay for that added money. An affiliate must consider overhead expenses as well (arena, awards, etc.).
- The NRHA will give an affiliate \$1,500 to help host a show, but the affiliate must have their results submitted to them quickly (within 6-10 days) for an extra \$500 incentive. The NRHA's new programming should make this much easier as affiliates will be able to electronically file their results.
- An affiliate can increase the cost of stalls to make additional money. The Ford Idaho Center charges \$17 per stall per night. The GWRHA can negotiate for a better rate. This show is growing (Sunday-Saturday now). With the rate of \$17/night, that is \$119 for the entire show to stall a horse. The facility has more overhead as well. The CWRHA is charging \$200 for stalls for the next show (8 nights). They are working to keep rates low, but keep in mind stalls for Reining By The Bay were \$350 total. The GWRHA will make \$90 per stall by the end of the show.

- The Mountain Region Affiliate Finals will be held in Denver for the next two years. George King suggested we go to Denver and do some investigating. We need to learn about class sizes, stalls, etc. Many of the Montana folks will not haul all the way to Denver to show; they may very well consider hauling to Wyoming instead.
- The GWRHA makes money with their stalls at the Kalispell show in Montana. They put \$100,000 added into this show and have sold 500 stalls. This event has really grown. People have fun and want to return. Debbie Russell informed us that there are 250 indoor stalls and 100 outdoor stalls at Douglas. This would give the CSRHA room to grow. We could offer the outside stalls for a lower fee.
- Denver charges much more for their stalls (+\$100). If Denver sells 250 stalls, the CSRHA could seriously consider hosting such an event. George King tries to keep prices down for stalls. It can be expensive, but we want people to have a good time. Consider these as recreational dollars.
- George Pfeiffer inquired further on sponsorships adding that it is difficult to ask for sponsorship dollars for more than one show per year. Does it kill the sponsorships for other things you would like to do for the year? George King explained that an affiliate needs to ask for sponsorship money for *the year*. Make the sponsorship appealing to the sponsor by hanging their banner, advertising, etc. It is appealing to them due to the major events the GWRHA hosts. The Ford Idaho Center has different types of stalls available. The facility has 500 stalls, with some better than others. Some are closer to the show arena, some have rubber mats, etc. Inside stalls are \$250, 'Priority Stalls' are \$225, and outside covered stalls are \$200 for the entire show. Many non-pros will get together to pay for better stalls.
- George King did not want to discourage the CSRHA from hosting an affiliate finals event, but he stressed that we need to get to Denver to check their numbers and pencil it out to see if it can work. We can then figure what we need for sponsorship money. Volunteers help, but the club needs to pay for their lodging and meals, so they really are not free labor. The club also needs to factor in the expenses for the judge(s).
- Gordon Hinders asked about the requirements for NRHA paperwork. George was not certain of the deadline to apply. NRHA Affiliate Program Representative/Lauren Rufo has a template for affiliates to complete. This will include stall numbers, motels, restaurants, etc. in the area we wish to host the event. The Affiliate Committee then enters this information in a database and makes comparisons with the applicants. The NRHA considers how far the other affiliates have to travel, amenities, etc.
- George King would certainly assist once we get some numbers outlined (budget, prizes etc.). Gordon Hinders outlined that the CSRHA would not be able to have a show like the GWRHA's and asked about how much money was added at the last Energy City Classic and Derby we had in Gillette. Nancy informed us it was \$16,000 added. The GWRHA's first show had \$22,500 added with their affiliate finals having \$35,000 added. George suggested a club have a minimum of \$15,000-20,000 added for an affiliate finals. The Cam-Plex arena in Gillette was \$700 per day. George informed us that a contract for 3-4 days is needed with the facility. We want to explain to them about the *opportunity* with people hauling from all over. For example, the GWRHA had folks from 15 states and 3 Canadian provinces haul to their affiliate finals. The Nampa, Idaho Travel Council provided a \$7,000-8,000 grant to the GWRHA to bring people to the city. We need to probe and ask the Chamber of Commerce about such a grant. These funds can help with a number of expenses. If we can get \$10,000 in sponsors and people on board, it is a possibility. Of course, we need seed money (\$20,000-30,000) to start the process. \$14,000 will go to the NRHA just for the awards, but this expense can be paid after the show. You still have to buy prizes, etc. George routinely checks sale items at Sam's Club for jackets, sweatshirts, coffee cups, etc. Cyber Monday is also a great chance to get good deals on potential prizes.
- Gordon Hinders asked if we apply for the affiliate finals, do we have to have Futurity and Derby classes? George King explained that no, having your regular slate of classes is just fine. The GWRHA did have these classes, because it was a big deal in October. The Derby is now just as big as the Futurity in Nampa. The Best Little Derby in the West in October 2017 and Red Shirt Futurity in April 2018 were very busy due to the fact that eligibility rules changed. People could drop down levels. They had about 70 Open Derby runs and 68 Non-Pro Derby runs. This is where the GWRHA made money. If you have an aged event with \$2,000 added and a \$200 entry fee, a club can make \$100 with every entry. They had \$10,000 added in the Open L4, \$1,000 added in the youth, and \$1,000 added in the Prime Time.

- We can go on the NRHA website to see numbers from past shows. Go to the 'results' section to see how many were in the classes. We need to consider both regular and affiliate classes. This is an opportunity for folks to bring their horses and show.
- We all thanked George for sharing his knowledge and experience. He added that he has a package he can share with the CSRHA as well. George King left the teleconference at 7:49 pm.
- It was noted that people *will* haul to the affiliate finals. The CSRHA put \$8,000 in the 2017 Grasslands Market Slide and got almost all of it back. Stephanie outlined that hosting a large show like an affiliate finals and expecting things to run smoothly is quite an undertaking. If the CSRHA hosts such an event in the September/October timeframe, she would be unable to take time off. The CSRHA also struggles with finding volunteers to run our local events as it is. Nancy remarked that the club would hire a NRHA Show Secretary and more than likely get another affiliate involved for more help. Gordon expressed concern about comparing numbers with the GWRHA, but can compare with the RMRHA. We would need 15-16 riders per class to make it work financially. Nancy has seen 30-40 riders in every class at Denver in the past. Gordon will be traveling to Denver, but only for the weekend. He will plan on talking to the Show Secretary to get additional information while he is there.
- Stephanie reflected on George King's initial question on why do we want to host this type of event? George Pfeiffer outlined that there may not be an affiliate finals if no one applies. Gordon explained that the main reason is to bring more opportunity for the CSRHA. Gordon asked how many CSRHA members have even attended an affiliate finals? Nancy added that hosting such an event would be an opportunity for the CSRHA to make some money and continue to grow. The CSRHA has potential to grow with the Grasslands Market Slide if the weather is nice. Most folks currently ignore the Grasslands Market Slide because they may not know about it or there are other shows going on at that time. George King could help us with numbers and go from there. Nanette outlined that finding sponsorships is challenging; we cannot seem to get folks to give even \$100. We need big time sponsors to do this sort of show. Nancy explained that if the CSRHA does not have a high paying Futurity or Derby, big sponsors are not necessarily needed. There is a built-in base of folks who want to go to the affiliate finals each year.
- Nanette and George both suggested that we get more information to see what Denver is getting for numbers. Many do not haul to the Denver venue, because it is not pleasant. We have a good chance for hosting such an event in Douglas due to the fact that there is essentially no traffic, they have nice stalls, there is better camping, etc. There are several good reason we could be successful. We need to get numbers together and gather information in order to make a good decision.
- Robert added that the facility in Denver is planned to be redone over the next five years. They are not planning to shut anything down in the meantime, which essentially makes it even less attractive. At this time, they have added better stalls. It is hard to say how quickly construction will move. George was not sure if other affiliates are even interested in bidding on hosting the affiliate finals.

CALL TO ORDER:

President Gordon Hinders called the meeting to order at 8:02 pm.

MINUTES FROM PREVIOUS MEETING:

Minutes from the August 1, 2018 meeting were reviewed. There were no corrections or further discussion. George Pfeiffer made a motion to approve the meeting minutes. Nancy Pfeiffer seconded. Meeting Minutes were approved.

OLD/NEW BUSINESS:

- **CSRHA Fun Day – September 8, 2018**
 - Nancy Pfeiffer reported she will speak to Sheridan College/Zane Garstad about paying for the outdoor arena due to the fact that students were using it for roping during our event and limiting access for those with the CSRHA who wished to use it.
 - Nancy estimates the CSRHA had \$2,600 in income and \$1,700 in expenses, netting approximately \$900 for the day. We saw 25 horses go through the in-gate, averaging \$100 per horse which was a great turn out for a Fun Day. Half of the income was generated from stall fees. The judge did not require a motel as she was local. Her fee was \$250 plus \$45 for travel.
 - The event ran smoothly; we had no complaints. Nancy will calculate points and submit results to Kathy Nicholson. Year-end winners will be posted on the facebook page and website.

- **Year-End Banquet**
 - George Pfeiffer reminded everyone that we need to decide on year-end prizes. We need to consider our budget. This item will be tabled for our next meeting.
 - There will not be a banquet this fall, as was discussed earlier this year. Nanette noted that if we host a banquet with a CSRHA event, we can expect better attendance. George suggested that the latest we could host a banquet for 2018 awards would be early November, but he is concerned that attendance would be too low.

Nancy Pfeiffer made a motion for the CSRHA to host the 2018 Awards Banquet in the spring of 2019 in conjunction with the first CSRHA show of the year. Nanette Till seconded. Motion passed.

- **CSRHA Elections**
 - The CSRHA has two board of director positions open effective December 31, 2018 (Nanette Till and Brenda Leonhardt). Gordon Hinders visited to Levi Hostetler about running for one of the positions, but he did not show much interest.
 - Peggy will send the membership roster to the membership with hopes to gather nominations. Nancy will ask Kathy Nicholson to consider running for a board of director position.

- **2019 Show Season**
 - Gordon visited with Intermountain Reining Horse Association member and trainer, Mac Weaver and the Idaho Reining Horse Association board about hosting a show in Big Piney in 2019. No one gave a flat 'no' but no one really wanted to take responsibility for such an event either. The CSRHA is not in a position to spearhead this show without one of the other affiliates' assistance and support. It is most likely this event will not be a reality for 2019.
 - Peggy reported that the Intermountain Reining Horse Association President, Jim Mitchell was going to speak to the officers and board of the IRHA at their next meeting about this venue.
 - It was noted that the facility at Big Piney is certainly outstanding, but it is still quite a distance from our closest members, making it difficult to justify. Nanette added that the CSRHA needs to put efforts to build the show(s) in Douglas as they have a great facility and is a location for growth. She hates to see the CSRHA go elsewhere when we really should have the Grasslands Market Slide become our signature show. George agreed and suggested we host the 2019 show similar to the 2018 event. The club came close to breaking even at both Sheridan and Douglas this year. Our mistake leaned toward the Derby classes in Douglas. We did not have many haul to the facility just for the Derby, resulting in a low turn-out. Gordon suggested that if this show is to grow, we need to add more money in the other classes to generate more interest. Nancy added that additional monies could be added to the Rookie, Green Reiner, and Ranch Riding classes.
 - Stephanie informed us that the Ranch Riding classes exceeded all the other classes throughout the year, and we need to cater to these as they are growing leaps and bounds. Gordon spoke to

Wagonhound Ranch/Matt about the NRHA 5 and Under Snaffle Bit and Hackamore classes, and we should look into offering these with added money to our show bills.

- Other venues discussed included: Thermopolis, Casper, and Wright. The facility at Wright has 40 stalls built to date and is not far for most people to haul. The club has really grown in the Casper area. Robert informed everyone that the arena in Casper is partial to roping clubs and added that timing is everything. They are not scheduling anything in July due to fair. August may work and be better for the club. It was difficult this year due to the fact that we had a number of shows early on and then nothing until September.

- The following venues will be checked for available dates in 2019:

Venue	Point of Contact	Comments
Central WY Fairgrounds Arena in Casper	Robert Peterson	
Ag Complex Arena in Wright	Debbie Russell	
AgriPark Arena in Sheridan	Nancy Pfeiffer	No stalls, too hot
Ford Pavilion in Douglas	Debbie Russell	Not after June 1
CamPlex Arena in Gillette	George Pfeiffer	

- Everyone will email dates to the board rather than waiting until our next meeting.
- Past Board of Director, Ashley Villmow, recently built a new indoor facility, but she has no stalls yet. She is open to renting it to the CSRHA. She is in the process of building pens by summer 2019. This could certainly be an option for the future.
- George mentioned the Cam-Plex in Gillette as an option for a one day show. They have stalls and all the amenities. He will check on dates and rental fees. Ground is definitely a concern, especially during the month of June, based on our past experience.
- Robert asked if facilities do not work out, can we host an event in Douglas again. Debbie informed us that the fairgrounds staff removes the dirt on June 1 and returns it in the late fall. Hosting an event earlier in the year causes concern for weather and road conditions. July and August are filled with county fairs, so scheduling certainly is a challenge.
- George suggested we host an event at an indoor arena for June, July, and/or August 2019. We should check on Sheridan, Gillette, and/or Wright. The facilities in Buffalo and Powell are outdoors only, but stalls and a Kiser drag are available. He added that there is still a chance for stalling in Sheridan; there has been a slight setback, but it is not permanent.
- Nancy added that we often cannot ride outside in Douglas due to weather and the arenas being too wet. She asked if we could rent the small indoor facility for warm-up and if there could be a chance to negotiate rental fees if the CSRHA rents the whole facility. Debbie informed us that they are negotiable, depending on the circumstances. Robert thought that renting the small indoor Pepsi arena would be worth the cost.
- Dates for the Grasslands Market Slide were then discussed. May 11-12 would be the weekend for the show with May 18-19 being set for the Wyoming Quarter Horse Association show and May 25-26 being Memorial Day weekend. June 1-2 is slated for a 4H competition in Douglas. Debbie will check with the fairgrounds staff and get the Grasslands Market Slide on the calendar for 2019. She will ensure to check into getting the Pepsi center as well.
- Peggy asked about the potential of hosting the Grasslands Market Slide over Memorial Day weekend. There is a concern about this weekend being too close to the Broken Bow show, but Douglas is far enough away to alleviate this. It was noted that is it graduation weekend for most as well. Nanette added that we need to consider the show dates in Colorado. Peggy will check on the Intermountain Reining Horse Association schedule for 2019.

- At this point, the 2019 NRHA shows are outlined as follows:

Date	Location
May 2019	Douglas, 2 NRHA shows
June, July, or August 2019	Wright, Gillette, or Sheridan NRHA show

- **2018 Awards Banquet**

- There was discussion about hosting the 2018 Awards Banquet in Casper or Cody. The Irma Hotel is great to work with, so it is likely the banquet will be held in Cody again. We are looking into hosting this event in late April 2019 in conjunction with a clinic. The Show Committee will meet and continue to make plans for the 2019 show season.

Next meeting: Teleconference **October 10, 2018** at 7:00 pm. Dial **951/797-1058** with passcode **681306**.

ADJOURN:

There was no additional business to discuss. George Pfeiffer made a motion to adjourn the meeting. Nancy Pfeiffer seconded. The CSRHA meeting was adjourned at 8:51 pm.