



# MINUTES

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*March 8<sup>th</sup>, 2023 | Meeting called to order by Thad Carr @ 6:32 PM*

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## In Attendance

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Melinda Gaw, Art Fingerle, Thad Carr, Jaimin Kozlowski, Kelli Brummett, Kelsey Njus; Barbi Boyle, Kain Emmons, Chuy Chavez, Megan Myerdick, Mike Boyle

Late:

Absent: Debbie Tweedy, Elizabeth Atkins

Guests:

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## Approval of February 2023 Minutes

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Motion: Art    Seconded: David

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Next Board Meeting Date: **April 13<sup>th</sup>, 2023, on Zoom**

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## Presidents Report

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Thad expressed his sentiments that echoed many of us here on the board of the sadness in learning of Rachel Fingerle's passing. Rachel will be deeply missed and her years of serving WCRHA as a founding member and a constant voice that has helped set the clubs growth throughout the decades will not be forgotten.

Thad closed with offering support to Art in any way the BoD can during this difficult time.

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## Treasurer's Report

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Thad provided the following report:

\*Club Balance -----\$82,919.00

\*Youth Balance ----- \$6,122.46

\*Savings ----- \$35,138.79

\*Square ----- \$9,910.58

BoD approved for Jaimin Kozlowski to take the Treasurer position. Kain Emmons was approved to the Sergeant of Arms position.

Jaimin recommended and BoD approved that we obtain a Post Office Box in Wilton, CA.

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## Finance Report

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Jaimin has no report this month.

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## Awards & Apparel

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No report for Awards this month.

Jaimin has no report for Apparel.

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## Sponsorship

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Barbi reports that her committee has had two meetings since last board meeting.

SPONSOR NAME	COMMITMENT	AMOUNT PAID SO FAR
Total Buckle level	\$2,100	\$1,750
Total Youth Money	\$1,000	
Total Bronze and Above	\$9,500	\$5,250
Total Misc.	\$200	\$200
Total towards Aged Event Money	\$4,000	\$1,500
Total towards Woodside Derby	\$2,000	\$1,000
Total Mix of "in kind" and money	\$7,352	\$4,352
Total Commitment/Paid	\$26,152	\$14,052

Committee has agreed to add a tier of sponsorship level and change the dollar amounts in a few levels.

Buckle/Bronze/ Silver remain at prior dollar levels.

Gold/Platinum and new Diamond levels have changed.

Barbi to update sponsorship package to put on website.

Kain is working with Lavoy on logos to be added to live and delayed feeds.

Megan is working on developing a cadence of announcing sponsors at each level and a use a templated creative for publishing new sponsors as they come in.

Jaimin is working on thank you cards to go out as sponsors come in and with Elizabeth on a corporate donation matching program that Elizabeth is familiar with.

Barbi suggests a fundraiser for Affiiate#3 that help bring in monies to support the event we are looking to produce with more added money in some classes.

She recommends WCRHA VIP tables sold at \$1K a piece. VIP tables will be set up similar to how larger "events" promote VIP experiences such as:

Seated, rail level at arena viewing.

Table side refreshments

Flowers and table clothes

Table to sit 8

Barbi will work with her contact Nick to arrange table/chairs/table clothes to be set up

Goal is to sell 9-10 tables.

Committee to come back to BoD with cost and full development of this fundraiser at a future date. Tent and tables except for rental of table clothes will be sponsored by Barbi (Nick) contact – sell table for \$1K.

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## Show Committee

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Kelli reports Affiliate #2 forms are close to being completed. She will send to Melinda for posting by the weekend.

Affiliate #3 will be named "Star Spangled Slide at Woodside."

Rookie Shoot Out requirements are being worked on.

Saddle has been ordered for the class through Equine Oasis.

Show Committee is looking to include additional added monies in the following classes:

Open, Non Pro, NHOL2 and NHNOL2

Open Derby L1,L4, NP Derby L1,L4, NHO Derby L4 and NONP Derby L4

Agreement on amounts need to be confirmed by end of month (March)

Kelli will send out to BoD in email detailed cost vs added monies for consideration.

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## Show and Arena Conditions

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Mike has nothing to report at present. He will provide feedback on Corning as we get closer to date. The use of the outdoor arena will be very helpful to us if it remains good weather.

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## Professionals Committee

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David has nothing to report.

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## ManPower

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Kain reports on trailer for service and repair on the 14<sup>th</sup> of this month. Sponsorship may come out of it.

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## Digital Communications

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Melinda reports that all creatives for sponsorship and updates to website have been made as they have come into the committee.

Jaimin is looking to create additional pages to website for:

- Apparel shopping
- Sponsor shopping
- History of WCRHA

The committee is also looking at ways to add the Square QR code to help simpler transactions such as shopping under apparel and lower end sponsorship.

Committee is also looking at building a “WCRHA News Bits” flash email that is communicated out to members, vendors, sponsors on happenings within WCRHA. This development is in beginning stages of flushing out requirements and details. Committees will present to the BoD when they are closer to a finished product.

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## By-Laws

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Kelli has nothing to report.

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## Membership Service

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Art reports that we have received 3 memberships that has come in in the last few weeks.

Jaimin will help Art keeping track of membership and will email him new members as they come in.

Art would like to keep up on reporting on show point tracking. Melinda has offered to help if Art is in need of assistance.

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## Youth –

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Kelsey has no report this month.

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## Banquet

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Kelsey has no report this month.

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## Special Events

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Chuy reports that he is working on many ideas for events this year.

Creating a Non Pro/ Pro Clinic with special riders

Patrick Flaherty

Arno Honstetter

Horse Expo @ MEC.

Chuy has reached out to MEC to begin understanding how WCRHA can be involved.

Working on events at Affiliate #2 and Affiliate #3

Barbi suggested a potluck on one of the evenings

Chuy and Megan are also looking to contact Anna Krause for creating a promotional reel for driving excitement for Affiliate #3. There is a cost to this service.

Chuy to learn how much it would cost for a month of her services and Chuy/Megan will offer to Anna a sponsorship to help with cost of creatives and promotion.

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Old Business:

New Business:

Meeting Adjourned 8:01 PM

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Motioned: Melinda    Second: Megan