



National Reined Cow Horse Association  
Board of Directors Meeting  
Scottsdale, AZ  
May 11 - 12, 2016

- I. Call to Order by Todd Bergen, President 10:55 am
  - a. Present:
    - i. Paul Bailey, Vice President
    - ii. Sandy Collier, Secretary
    - iii. Dave Allen
    - iv. Diane Edwards
    - v. Dan Roeser
    - vi. Jon Roeser
    - vii. Brad Barkemeyer
    - viii. Jim Lane
    - ix. Trey Neal
    - x. Todd Crawford
    - xi. Dr. Joe Carter
    - xii. Amanda Gardiner
    - xiii. Jake Telford
    - xiv. Jimmy Stickler
    - xv. Jay Winborn, Executive Director
    - xvi. Kelley Hartranft
  - b. Not Present
    - i. Ted Robinson
- II. Approval of minutes from last meeting.
  - a. Dave Allen moved to accept the minutes from the prior meeting. Dan Roeser seconded.
  - b. MOTION PASSED, none opposed
- III. Committee Reports
  - a. NRCHA foundation: Sandy reported that the foundation has requested use of their 'booth space' on the concourse. There was an inquiry as to the nature of the material to be displayed in the booth. Sandy reported that the Foundation wants to allow Lucas Oil to use their designated booth space. The board discussed and agreed that concourse booth spaces may not be 'sublet' to 3rd parties. The foundation is welcome to use the HOF space for any of their core missions: Raising money for the Crisis Fund, Scholarships or HOF activities.
- IV. Old Business

- a. Futurity Schedule - The board reviewed the 2016 SBF schedule. There was discussion about moving Open Finals Herd Work to a different day. It was felt that there was enough time with the breaks to let the horses rest. The 2 Year Old Sale Preview is now in the Main Arena and the draw party is on the Concourse instead of at a hotel.
  - i. Paul Bailey moved to accept the 2016 schedule. Dave Allen seconded. Motion Passed. Stephanie will be contacted to send out an email blast / press release with the updated schedule.
  - ii. MOTION PASSED – none opposed.

V. New Business

- a. Bronzes – Jay reminded the board of the retirement of CR Morrison. For the past few shows and year end awards, the trophies have been provided by Resins by Randy and the bases and plaques by Darci, CR’s daughter. There have been repeated quality issues, broken trophies, misspelled plaques and fulfillment timing issues. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
- b. Bob’s Saddle Sponsorship – Jay informed the board of ongoing issues with Bob’s Saddles. The saddles for the World Show were not delivered and had to be shipped after the fact. The World Show saddles and then the Stakes saddles were delivered without stirrups. Jay purchased stirrups from a vendor at Stakes and deducted it from the Bob’s invoice. He has attempted to have meetings with Bob’s Saddles on 3 different occasions. All the meetings have been cancelled. A meeting was scheduled here in Phoenix on Wednesday and it was cancelled by a message to Brad Barkemeyer at 9pm the night before. Jay has emailed them on numerous occasions without response. Jay asked Brad if he had any insight as to why they refused to meet. Brad offered a few theories – but nothing definitive. There are rumors, but none are confirmed. The Bob’s contract is through 2017 – but the contract isn’t so much a sponsorship, as much a contract where NRCHA is required to purchase the saddles from Bob’s. Jay reported that he has been in contact with Scottsdale Saddlery / Silver Spurs to renew their sponsorship. Not only did they pay current the existing sponsorship, but they also upped it and extended it. [REDACTED]  
[REDACTED]  
[REDACTED]
  - i. Dave Allen motioned that the NRCHA exercise the 15 day notice to cure the deficit option in the contract and if not cured, go with another saddle supplier for the Derby. Dr. Joe Carter seconded.
  - ii. MOTION PASSED - None opposed.
- c. Raffle Filly – Jay reported that the existing Ward Ranch contract to supply a raffle horse to NRCHA for the SBF expires in May. At the SBF last year, John Ward indicated that was his last one. However, in recent conversations with Allison Walker at the office, he has indicated that he has selected a horse and was going to process a name change. Jay reported that he has been pursuing other options for raffle horses from other breeders based on 2015 being the last horse. There was discussion regarding the raffle horse.

- i. Paul Bailey moved that the board offer John Ward an extension of the existing contract through the end of the year and take the raffle horse as well as form a new sub-committee to investigate options for a new raffle program. Brad Barkemeyer 2nd.
  - ii. MOTION PASSED – 1 opposed.
  - iii. Jim Lane, Dave Allen, Diane Edwards and Jake Telford agreed to be on the committee.
- d. Down the Fence books – Jay reported that Lori Adamski-Peek, the photographer for the Down the Fence movie, is putting together a ‘coffee table’ style book of approximately 300 pages which will contain many of the photographs taken during the course of the documentary. There was discussion about what to do with the books. One option was to offer a book with lifetime membership purchase. Sandy suggested that the NRCHA Foundation’s crisis fund might benefit from the sale of the book.
  - i. Brad Barkemeyer moved that the NRCHA buy 200 books with special packaging, limited edition, signed and numbered to be sold to raise money for the crisis fund. Amanda Gardiner seconded.
  - ii. MOTION PASSED none opposed.
- e. Old Merchandise – Jay recommended to the board that at the next World Show that the Youth coordinate a ‘garage sale’ of all the old NRCHA merchandise that is specific to a year. The youth can set up a booth at the show and all proceeds can go to the NRCHYA. General consensus was that it was a great idea.

#### VI. 2017 SBF Futurity Location Discussion

- a. Westworld staff shared a presentation on why SBF should move to Scottsdale.
- b. Paul Baily distributed an “apples to apples” financial comparison of the 4 cities which responded to the RFP using last year’s entry numbers and the costs associated with each of the locations.
- c. Dr. Carter moved to eliminate Denver from the discussion. Sandy seconded.
  - i. MOTION Passed. None Opposed
- d. Todd Bergen suggested the board go one by one through the cities to identify Pros and Cons for each.
- e. Reno, NV.
  - i. Pros:
    - 1. Dates are available
    - 2. History of the location / Tradition
    - 3. Arena Size
    - 4. Cattle are consistently good
    - 5. Known history of the Sale’s outcomes
  - ii. Cons
    - 1. Aging Facility
    - 2. Lack of support of the CBBC
    - 3. Questionable commitment to required improvements
    - 4. Not enough stalls
    - 5. Not enough covered arenas / warm up space

- iii. Side Discussion - Jay Winborn and Jake Telford visited Reno to meet with the CBBC and the RLSEC to discuss the 2016 event as well as long term plans.
  - 1. The facility will be moving several things around this year and the practice pens and cattle holding pens will be in different locations. Additional stalls will be put in in their place.
  - 2. Joe Kelley has been terminated as the directory of the facility. There seemed to be the feeling from the remaining staff that improvements to the facility would not be accomplished before this year's event.
  - 3. The meeting with the new Convention and Visitors Bureau board was not encouraging. One of the members cancelled and did not even attend.

f. Fort Worth, TX

i. Pros

- 1. Access to consistent cattle
- 2. Additional \$120,000 added money (108,000 directly to Open finals purse) from group of individuals with stipulation that the SBF move to Ft Worth.
- 3. Significant cost savings
  - a. Texas incentive money could be a significant amount, but with no guarantee. That money was eliminated from the cost comparison for the purpose of the discussion.
- 4. New coliseum in 2019 – which we would be the first to use
- 5. Overall facility usage (multiple show locations) could shorten the time of the show if the board decided to do so

ii. Cons

- 1. Historic dates are not available. Would need to move to 10/9 – 10/21 which will substantially impact another existing affiliate futurity.
- 2. No guarantee of the Texas state incentive Money long term
- 3. NRCHA World Show is already at the facility. Question if the membership will want to show twice in one place.
- 4. The SBF sale will not be the only game in town. May have to give up a bigger percentage.
- 5. The coliseum is not a good set up for cow horse.
  - a. Size / Pipe at eye level / Shape / Only 1 gate in and out
- 6. Seating in the John Justin is limited.
- 7. Question of purse sustainability over time.

g. Scottsdale, AZ

i. Pros

- 1. Dates are available.
- 2. Commitment of facility staff and community to make the event a success.
- 3. Seating is ok to accommodate the finals.
- 4. Ability of the facility to hook up the association with corporate partners outside of the horse business.

5. Increased promotion of the event through the city.
  6. Access to potential new spectator base (snow birds, etc).
  7. Possibility of doing OK on the sale – it is a shorter distance from many locations to AZ than to Reno for Texas horses.
  8. Large horse population within Scottsdale city limits from which to draw
  9. Access and use of full facility with 3 covered pens, the Equidome, north hall, south hall and all the outdoor uncovered spaces.
- ii. Cons
1. Cost is similar to Reno – so no savings.
  2. September Dates
    - a. Heat in Arizona in September is unbearable. There is a/c in the Equidome but not in any of the outside barns. They could rent us Porta-Coolers but it will not substantially mitigate the heat.
    - b. Possible increased expense for exhibitors in location because of tourist nature of city.
    - c. No snow birds at the time
  3. Cattle would be 500 weight native cattle
  4. Is there a possibility of moving to October 1<sup>st</sup> to mitigate the impact of the weather? Existing AzQHA fall show on that weekend.
- h. Dinner
- i. The board attended dinner at the Museum of the West in downtown Scottsdale hosted by Westworld and the city of Scottsdale.
- i. The board reconvened at 9:00 am in the upper lounge of the Talking Stick Resort and continued discussion
- i. Pros and cons of each city were reiterated to the board.
  - ii. Additional concerns / discussion
    1. Any date shift back begins to be on top of additional year end major event, NCHA, AQHA, NRHA.
    2. Affected affiliates: Idaho futurity could shift dates back one week without issue. Montana might be during those dates and Southwest is 10/23.
    3. APHA is the show right before (9/20 – 9/30) the proposed dates in Fort Worth and they have no ability to move the dates now that they have moved to TX.
    4. Contracts are only done for a 3 year term.
  - iii. The board agreed that they would have Jay go back to the remaining three facilities and ask them to address the ‘cons’ discussed over the last two days. Give them 2 weeks to respond before a board conference call.
    1. Reno – give opportunity to reduce cost and make firm commitment to improvements.
    2. Fort Worth – see what ability is to shift dates to earlier
    3. Scottsdale – give opportunity to reduce cost; investigate a different banquet option; shift dates to later in the year
    4. Denver – send letter of “No thank you”.

VII. Next Meeting

- a. The board agreed a conference call before Paso, but after the 2 week response timeframe would be the best option. It was set for Tuesday, 5/31 at 8pm CST.
- b. The board also agreed that the meeting in Paso would be better served AFTER the derby instead of before. It was discussed that the meeting be Sunday after the show was finished. It would allow board members to come for the last weekend and watch the finals.

VIII. Adjourn

- a. Trey Neal moved to adjourn the meeting at 11:25 m. Dave Allen seconded.
- b. MOTION PASSED – none opposed
- c. Meeting adjourned