

CoWN December 9, 2024 Board Meeting

Attendees: Cintia Armstrong, Laura Bergroth, Diana Duncan, Abbie Ferris, Bill Gentle, Troy Griffith, Lisa Hurd, Kathleen McPhaul, Jessica Pancost, and Cole Tully.

Troy called the meeting to order at 7:03 pm.

Last Meeting Minutes: No changes to November minutes. Motion to approve.

Treasurer's Report: \$59,258.71 in the money market. Checking \$10,765.86. Cintia will take another \$5,000 out of checking to money market to draw more interest. Didn't lose any money at any show. Made \$4,000 at Fall Fest. Made the most at the Double Check shows. She has money from all the other shows that were not CoWN shows. Lost \$9k in 2023. \$56k in savings for 2021, \$46k in 2022, and \$42k in 2023. Making financial progress.

CoWN Schedule: Abbie to send out. April show needs a new name- CoWN Kickoff. Collegiate classes will be there, Bill to check if WY HS will attend. All shows will be one word except Spring Fling.

Chelsea Reed: Her mom wasn't timely in returning the buckle, and her email tone was rude. Reserve was a saddle pad, so offer that. Lacey offered her a better award than a saddle pad and she didn't want it. Cole doesn't think that any award will appease her. You have to win to get a belt buckle. The office made an honest mistake, but we're clear that exhibitors must know the score and rule books. Offer her what was inline with what was offered to other reserve contestants.

Banquet: Diana has booked the Loveland VFW for February 1, 2025 and picked the larger room for \$50 extra and has a screen. Bellringer horse show that day too, but don't foresee that being a problem. They didn't say they needed a deposit. Around 1 pm would be a good time. Budget for this event would be around \$900 for the backdrop- just have CoWN for the logo and get the logo from Amanda. They should come with a stand and if not, Lisa can donate one. Paid \$1,400 at Nordy's last year. Give Diana a budget of \$1,500 for food. Olive Garden or comparable restaurants in the area she will investigate that. Total amount to not exceed \$2,000 to include miscellaneous costs (table clothes, Diana's mom to make center pieces). Kyle to bring sounds system.

Spirit of CoWN awards- plaques (Amanda to make). Lisa to send the people to Laura. Family award too- order buckles Kyle and two boys, and a plaque. Kim gets an award too- lighter jacket.

Year End awards- 1st-2nd ordered. Laura to work with Amanda for the rest. Diana to work with Abbie on pictures for yearend banquet.

Board Members 2025: No new members have been nominated. Christy Street has said to Diana that she would like to be a board member. She would have to pay for a CoWN membership. Has experience running IEA shows. Need to get the list out on this month's newsletter, which Bill is to send out.

Montrose Group: They want to partner with us, but it's far away. It's a nice facility, but they don't have a lot of turnout. What is the harm in it being an affiliate show? They put it on and pay us per entry. Need more info, like is it a one-day show, etc. Have the points count for our year end. Get them to attend some of our shows. We have worked hard to elevate our brand and customer experience. But other shows take the pressure off of the board. Abbie and Troy to continue the discussion offline and report back to the board- Kathleen moves, Lisa seconds.

Jackpots: Abbie looked at jackpotting with STHX- each entry has a \$20 fee that goes to the jackpot. \$10 goes to that class, \$10 goes to the overall jackpot. They don't give out prizes for those divisions. That money for awards is added money to the open, L1, and nonpro classes. If people want a buckle, they will order them a buckle if the rider pays \$100. Treasurer will need W9s and mail out 1099s and write out extra checks. Do a Google poll via constant contact so people can see if they want it. Abbie to send to Bill for newsletter and to Jessica for FB.

Pictures: Haven't received any from Joseph's wife. Would like new ones for the website. Put some pressure on her to get photos. Bill to put her website in the newsletter. Take the pictures for free to provide us with photos for the website. It

was a verbal agreement between Troy and her. Another company has reached out to Abbie that we've used before. Every horse/rider combo pays \$25 as long as there are at least 30 combos for the entire show. We get a big time deal with all the services she offers. Abbie to send the email to Joseph and Katie so he can bring it up to them. We want to be upfront with them though- there's no malintent.

Show Secretary and Show Manager for 2025: Need to decide tonight because have nothing planned for next year. Kathleen has tried to contact Rhianna a couple times and hasn't heard back. Abbie tried to contact her as well two weeks ago. Will assume she isn't interested. Lacey is still interested in being our show manager and her friend from NE would be the secretary (she's an AQHA secretary and Troy doesn't think it will be hard to get her up to speed with CoWN). Abbie has an in depth packet to give Lacey. NE lady wouldn't be anymore than the Sheridan lady from last year. We pay \$500 for show manager and secretary \$300/day. Diana to provide Abbie with CoWN values- Abbie would like signs like that at our shows like STHX. Sets the tone of the culture. Put this in the show secretary/manager contract. Bill moves to hire Lacey and her friend from NE, Kathleen seconds.

New Business: None.

Old Business: None.

Next meeting: WEDNESDAY, January 15, 2025 at 7 pm.

Adjournment: 8:45pm- Motion for adjournment by Lisa, Cole seconds.