

CoWN

Minutes of the Meeting of the Board

August 16, 2018

7:00PM

Location of Meeting:

Weld County Extension Office

525 N 15th Ave

Greeley, CO 80631

Present at Meeting: Bill Gentle, Colette Ledlow, Michelle Sterkel, Sue Gentle, Becky Kaiser, Cintia Armstrong, Kathleen McPhaul, Kim Sterkel, Amanda Moore, Diane Steele, Jody Witt (w/RMQHA), Casey Parker (Via Internet), Cindy Newell (Via Internet)

Absent from Meeting: Cody Crow, Jennifer Merrill

The regular meeting of the Board of CoWN was called to order at 7:07PM on August 16, 2018 at Weld County Extension Office by Bill Gentle.

I. Approval of Agenda and Review of Previous Minutes

The agenda for the meeting was distributed and the minutes of the previous meeting were reviewed. Both were unanimously approved.

II. Consideration of Open Issues

1. Treasurer's Report

Michelle Sterkel

Michelle indicated that there are still some challenges being worked through in gaining access to the treasurer's resources. It was suggested that perhaps we should start over with new information? The CoWN regular operating account and Finals account will be combined into one banking account. CoWN currently has \$33,183.40 in the bank.

2. Strategic Plan

Kim Sterkel

Kim presented suggestions for short and long-term goals for CoWN. Short-term included: increase social media presence, keep results/standings up-to-date, update member list through PayPal and on website, determine target audience and means of connecting with them, publish show schedule well in advance. Long-term to include: regular or repeat annual sponsorships (to offset venue, cattle and general show expenses), fill hired positions of show manager, show secretary and website manager. It was suggested that we check with 4-H clubs or IEA groups for day of show help. Also long-term, try to obtain the same venues and dates year after year to help with planning and consistency.

3. Sponsorship Proposal

Kim Sterkel And Sue Gentle

Kim and Sue each presented sponsorship flyers that included: mission statement, sponsor benefits, show options and levels of sponsorship. It was decided we would use a tri-fold format. And it was mentioned that we need to make sure the sponsors get what they pay for and are well promoted.

4. Ribbons

Cintia Armstrong And Amand Moore

Cintia presented multiple award options including: ribbons, cups, brushes and assorted products, etc. Amanda mentioned her ability to purchase merchandise at cost and a reduced or zero set up fee for our logo. There was a lot of discussion around day of show high-point awards. Including: buckles, higher quality awards, earning show dollars/credits and even pay backs. It was decided that there will be a \$700.00 budget for day of show awards and that there will be high-point buckles for the remaining AdCo shows and at Winterfest.

III. Consideration of New Business

1. Ranch Riding Jackpot

It was brought up that we need to double check the results as there may have been some errors. Also, we need to clarify exactly how the payouts are broken down. It was suggested to check with Cody and maybe Kim or Lindsey?

2. Penrose Show

It was suggested we consider a show in Penrose. Cindy Newell had some arena and fee information. This topic needs further discussion as it pertains to how many shows we will have next year, their locations and costs.

3. Board Member Contact Info

Bill requested that each board member provide either a phone number or

email to be published on the website.

4. Social Media

Laura Edling provided stats on major improvement in our social media presence. She is working on Instagram and Twitter accounts. She proposed creating some sort of incentive for sharing and/or liking our posts to further drive visibility.

5. CoWN Secretary Email

It was decided that we need a new email attached to the website.

6. CoWN and SHOT Link

It was discussed that SHOT is more than willing to support and promote our club. Including, sharing our show calendar and results on their website. We need to address how to get our programs to communicate.

7. Fundraisers

Laura Edling suggested we get trainers to put on various clinics. (no show) We could offer them by event/class and also target different audiences. Bill added that SHOT frequently does such. And the idea was well received.

8. Winterfest Show

We still need AQHA class approval. It was decided to have this show RMQHA approved. The RMQHA fee paid, will include the show flyer promoted in their magazine and advertised on their website. AQHA certified judges Marvin and Sue Kapushin have been hired. Kim Rounds has been approached for show manager and Lindsey Berbee for show secretary. We need to clarify and outline their duties and fees. Cintia Armstrong offered to start looking for show staff volunteers.

IV. Agenda and Time of Next Meeting

The next meeting will be held at *6:30pm on Thursday October 4, 2018* at:

Weld County Extension Office

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The agenda for the next meeting is yet to be determined. However, suggestions were: finalizing show schedule so it will be available by Winterfest (including number of shows and locations), next seasons day of show awards, SHOT rules and how to propose a CoWN rule change, computer and program issues.

The meeting was adjourned at 8:30 by Bill Gentle.

Minutes submitted by Colette Ledlow