

# CoWN Board Meeting Minutes

Tuesday, June 26, 2018

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by Cindy Newell

The meeting was called to order at 7 p.m. by President Bill Gentle at Johnson's Corner in Johnstown, CO.

Attendees: Bill Gentle, Sue Gentle, Laura Edling, Kim Sterkel, Michelle Sterkel, Cintia Armstrong, Jennifer Merrill, Kathleen McPhaul and Cindy Newell. Becky Kaiser and Debbie Tannehill tried to attend over the internet but were unable to continue because we had poor connections.

## **Treasurer's Report**

Michelle met with Robin Miller so that duties can be turned over to Michelle who is our new treasurer.

CoWN total cash funds = \$31,143.29. We do still have a few outstanding bills from shows. NJC owes us a \$100 sanction fee.

The treasurer is responsible for paying show winners. The reason that CoWN does not pay winners at shows is because the treasurer does not receive funds until the secretary closes out the show. The secretary must make sure that checks clear and that winners do not have outstanding balances before funds are turned over to the treasurer for payment. This obviously takes some time.

We either broke even or made money on our last 2 shows.

## **Potential Committees**

Bill went through a list of proposed committees that he believes we need. The following committees and members were established.

Nominations and elections --- Cintia Armstrong

Show schedule --- Bill Gentle, Cody Crow, Michell Sterkel, Kim Sterkel

Sponsorships --- Sue Gentle, Kim Sterkel

Awards --- Amanda Moore, Cintia Armstrong

Banners --- Bill Gentle

Silent Auction Winterfest show --- Michelle Sterkel

Social media --- Garrett Ashby, Laura Edling

Membership --- Jennifer Merrill, Cody Crow

Marketing --- Jennifer Merrill, Laura Edling

Year End Awards banquet ---

### Nomination & Elections

We will need this committee by January 2019. Cintia volunteered for it.

### Show Schedule

Bill will chair this committee but will need help from Cody. Bill, Cody, Kim and Michelle will be on this committee. The show schedule needs to be done by fall and it's best to book shows a year in advance. The NJC show in Sterling will likely not be on the show schedule in the future. They may move their show to fall because of bad weather in May. CoWN usually breaks even or loses money on this show anyway.

### Sponsorships

Cody already has some sponsors and we need to make sure we honor the ones we already have. Bill sent a sponsorship pamphlet that Jo Hergenreder made last year. We want to add what the sponsor would get for their sponsorship. We need some sponsors for our year-end show. A lot of companies do their budgets at the end of the year so now is a good time to contact them. We can talk with a potential sponsor about our year-end Winterfest show and about an overall sponsorship for the coming year at the same time. If we have a professional put on a clinic for free, that would count as a sponsorship. Each board member should get at least 1 sponsor. We discussed making a sponsorship document that would say what a sponsor would get for their money. We could maybe have a back page on a pamphlet that a sponsor could tear off and send with their money. Sue and Kim volunteered to be on this committee.

### Awards

We discussed having nice ribbons, especially for the youth. Anyone else can pick up a ribbon if they want. We would need to figure out how many we need for the year and buy them at the beginning of the year. Color Corral sells them for about \$1 each for 400 ribbons. The setup fee for the logo is \$50. Would they be cheaper to buy on the internet? We would order ribbons through 6th place and then after the first year, we would order 1st, 2nd and 3rd place ribbons because those are usually the ones that people will pick up. The large coffee cups with our logo cost about 78 cents. Our last 2 shows were payback shows and our new people were disappointed because they were not able to take away anything. Cheryl, the owner of Show Me Twice, gave us buckets, leg wraps and some other items.

The Adams County 4-H shows will provide all of the awards for their shows.

Winterfest is the only show we need awards for at this time. We may want to give buckles at this show, too.

We need to determine a budget for awards. Amanda and Cintia will be on this committee.

### Banners

Bill will be responsible for getting banners to each show.

### Individual Show Management

4-H shows belong to 4-H and not us. It's a great opportunity to bring kids into CoWN and introduce them to our organization at a reasonably priced facility.

We want to own as many shows as we can.

The 2018 Cheyenne show in July does not belong to CoWN. Our name is associated with it but Don Beard runs the show. We don't make much, but we do get a little of the entry money.

We hired Kim Rounds to do our show organization and management but Bill hasn't talked with her recently. Bill and Cody will work on a job description for Kim.

Judges for our Winterfest show need AQHA and APHA cards.

A lot of our Board members will not be at the Cheyenne show so Laura Edling said she would represent us.

We don't want our shows to coincide with others because it splits our membership.

### Winterfest (Year-end Show)

Cody already has some sponsors. Jennifer is donating \$1,000 for the Ranch Riding jackpot, which now has sponsorship of \$3,500. Other prizes are donated.

Cintia will be in charge of a hospitality table that will include Johnsons

Corner cinnamon rolls and a Keurig coffee maker with tea, coffee and hot chocolate.

*Year-end Banquet*

The banquet for our last show year was in April because we didn't have final numbers until then. February is the earliest we can do the awards banquet.

## **Website Report**

You don't have to login, but if you do, you can check your account and if you enter a show, it will fill in your personal information so you don't have to type it. We agreed that our website is awesome and it has been updated quickly. Standings for 2018 are up-to-date at this point.

We are paying Jenn Eastwood \$1,000 for 2018 to get information onto our website. Once we get her something to put up on the website, it should be up within 3 business days.

We need to figure out why Mail Chimp isn't getting e-mails to all of our members.

The Wild Apricot software cost CoWN \$900 for the year and it was just paid in June.

The email address [cownmarketing@gmail.com](mailto:cownmarketing@gmail.com) goes to Jenn, but because it has the word "marketing" in it, it sometimes goes to spam so we need a different e-mail address.

Bill wants someone to give an overview about what is included in Wild Apricot. Jenn is still figuring it out.

## **Marketing Ideas**

Jennifer offered to mail out a simple poster that lets people know our show schedule. We would send it to all of our members so we could hang them up at feed stores, etc.

We believe the SHTX Logo is recognizable.

Bill knows of 3 equine magazines that will include our show schedule. He will take care of this.

We discussed putting ads in any books or magazines that would get our information out to other horse people.

We do have a Facebook page. Laura will be in charge of our social media

efforts.

Laura and Jennifer will be on our marketing committee.

### **Strategic Plan and Goals**

Kim will draft a very simple document for our strategic plan.

A few suggestions included:

Our strategic plan is to 1) build our membership 2) put on one show/month and 3) create a budget.

Bill suggested a long-term goal could be to build our organization so it is large enough to hire some help. For example, a part-time Executive Director.

A good number would be 150 horses/show. We make money from our shows, not memberships.

One of our benefits is that we offer 1 day shows that other organizations don't offer. This cuts the cost to an exhibitor.

We may want to offer Ranch Riding and some AQHA events at *some* of our shows.

One show per month from April or May through December would be optimum.

### **Other Items**

Some of our members are having trouble getting their SHTX membership cards. Jennifer volunteered to work with SHTX to resolve this.

Bill e-mailed the CoWN Bylaws to the Board of Directors.

Amanda is filling a Board position from Nebraska. We believe we have 2 other open positions on the Board for Nebraska. We will see what our Bylaws say about how many we need from Nebraska.

We want to get our standings on the SHTX website. Jennifer and Bill will

both contact SHTX about this. Jennifer and Cody are primary contacts for SHTX.

We don't have SHTX rulebooks for 2018. Jennifer will ask SHTX for rule books.

### **Next Board Meeting**

We need better WiFi for our next board meeting so we can use Zoom for people who can't physically make it to the meeting, so our next meeting will be at Island Grove in Greeley, CO. This will provide better communications for our membership.

Next Board of Directors meeting: August 16 at 6:30 p.m. depending on the availability of the office in Greeley.