



MINUTES

FEBRUARY 25, 2011

SPANISH FORK

RECORD 15

MEETING CALLED BY	Wade Woolstenhulme
TYPE OF MEETING	Budget, PR Sponsorship, Scholarship-Foundation
ATTENDEES	Perry Allred, Kevin Gordon, Dean Williams, Kelly Anderson, Wade Woolstenhulme, Sherm Bingham, Wendy Dahl, Russ Stebar, Scott Hansen, Kyna Hafen, Brad Nicholes, Doug Madson, Anna Bahe. Also present: Laurie Bahe, Wendy Winn, Kevin Thacker, Kelli Nelson.
DISCUSSION	<p>-Budget passed out and balances reported.</p> <p>-Discussion about Utah Trailer Source non-payment of sponsorships. Brad N. reports that they have given ample time to pay. Doug M. agrees but doesn't think we should drop them rather that we should continue to try to get paid. Brad turns time to Russ to report on a new trailer sponsor. Russ states that we have been contacted by Trails West and that they would like to be involved.</p> <p>Kelly A. brought up that Logan Coach was going to pay half of the sponsorship with Utah Trailer Source and they dropped out. Kevin Thacker stated that he is aware that UTS doesn't have money, that because the other party dropped out it has been difficult financially.</p> <p>-Wade brought up Mountain Horse Medical Center. Read letter of interest.</p> <p>Destrilee Allred entered the meeting.</p> <p>Mountain Horse wants to provide on call Vet services, be the veterinarians at State Finals and any local rodeos in their area, and hold informational clinics. They will issue \$700 in gift certificates for vet services. They will put a link on our website to advertise for us and possibly provide promotional wear for representatives.</p> <p>We would hang a provided banner, announce, and provide listing in program as our onsite vet for state finals.</p> <p>Kevin G. would like a cost value placed on the sponsorship to make sure that what both parties are receiving for the sponsorship is beneficial and also in line with what our others sponsors are receiving.</p> <p>South Valley was a sponsor last year. Concerns about conflict. Sherm stated that our link costs for the website is \$250. Kevin Thacker suggested that instead of giving us \$700 in certificates, we ask them to give us \$700 from the first UHSRA referred paid services or a percentage of revenue generated from referred services. Wendy suggested if they are willing to provide promotional wear we ask them to provide event director vests for students and board members that we were going to purchase anyway.</p>

Doug M. stated that parents would be more likely to support the sponsor if they knew that some of their money spent would be coming back to the UHSRA.

Kevin T. suggested taking the student officers or a member to the sponsor meetings.

Dean suggested if we do the gift certificate we can put it on the auction.

Shane Frost, Michelle Shiner and Ashlie Scott entered the meeting.

-Scott Hansen brought up that some vendors were disappointed last year about the placements of the vendors. He suggests giving them a discount this year.

-Brad N. has asked Polaris to bring their 4 wheelers to the state finals and to have a full display to drive action and interest to the finals. Polaris is continuing their sponsorship at the same rate as last year. (\$2000) This includes advertisement on the judges' vests.

-Jim Fain came and wanted to have a specific location for photos that is blocked off from public for taking pictures of awards. We also need podium blocks for winners to stand on. Dean W. volunteered to make these.

-PR Sponsorship suggests dropping the admission prices and see if we can get more traffic. Family passes suggested by Brad. *(see attached proposal)

-Dean suggests the focus should be on selling Saturday Night, short round. Focus on that night for advertisement. Discussion on moving the short go time to a later time than 4:00 and moving the final round indoors.

-Kevin Thacker reports on the Nutrena. They want the Nutrena 6 rodeos where points would be earned and tracked to make the Nutrena Champions. They would provide an award. They are also offering a program for all sales from Nutrena products from all members would be tracked by turning in tags from purchases every six months to club secretaries who would send to student secretary to keep track. Portions, determined by Nutrena, of each sale would be returned to UHSRA. They would also like to put on 3 seminars and they would ask that the Nutrena year-end winners would attend 2 of the 3 seminars. Nutrena would like a 5 year exclusive contract but Kevin is addressing this so we are not limiting our sponsor opportunities. Kevin to ask them about bulk feed purchases.

-Kevin T. is also working on the Maverik sponsorship.

-Sherm brought up posters and table tents. Sponsorship committee is buying a booth at the World Mini Bull Riding Tour in March 26th. Sherm asks that Queens and SBO's or other association members be there to help with membership. Wendy Winn suggests bringing a fast lane for roping.

-Kelly A. talked with Burns Saddlery about the webcast that was brought up in a previous meeting for posting live video of the finals on our website.

He reported that their major sponsorships funds come from the webcast, that it is run worldwide. Wendy D. checked into the ustream on the internet and it is a free service we would just need someone to film. Kelly said that Burns has someone they hire for this. Wendy Winn also knows a producer and Sherm suggested we talk to Steve Gilbert. Wendy Winn also suggested having a TV and room at state for watching the videos.

-Kelly admonished as per instructions from the National Office we can no longer hang any signage for Wrangler.

-Russ reported that the video clip from At Your Leisure was their number 4 hit. They will be coming back again this year.

CONCLUSIONS

BRAD N. MOVED TO DROP UTAH TRAILER SOURCE AS A SPONSOR. SECONDED BY RUSS. MOTION AMMEND BY BRAD THAT THEY WILL BE DROPPED FROM THE WEBSITE. SENT A DEMAND LETTER, INFORM THEM THAT WE ARE SENDING LETTERS TO OUR MEMBERS AMMENDMENT SECONDED BY RUSS. MOTION CARRIED.

SCOTT MOVED THAT WE OFFER OUR VENDORS FROM LAST YEAR A BOOTH SPACE AT A ½ THE COST OF THE BOOTH. DOUG SECONDED. MOTION CARRIED.

SCOTT MOVED TO START THE SHORT ROUND AT STATE FINALS AT 6:00 PM. SECONDED BY SHERM. MOTION CARRIED.

DOUG MOVED TO MOVE THE SHORT ROUND INSIDE. MOTION FAILED FOR LACK OF A SECOND. ITEM TABLED FOR A LATER DISCUSSION.

SHERM MOVED TO ACCEPT NUTRENA’S OFFER AND GIVE KEVIN T. AUTHORITY TO MOVE FORWARD. SCOTT SECONDED. MOTION CARRIED.

RUSS MOVED TO ADJOURN. PERRY SECONDED. MEETING ADJOURNED.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Visit with Mountain Horse Medical Center for negotiations to make sure we are in line with what we are offering other sponsors to keep fair	Brad Nichols, Wade Woolstenhulme and a student from the uhsra	2 weeks.
Contact all vendors with discount information	Scott Hansen	30 days
Send email list to Scott of all past vendors	Wendy Dahl	1 week
Make podium blocks	Dean Williams	By State Finals
Talk with Jim Fain about copies of event winners	Brad Nicholes	Before Finals
Send note to clubs about no Wrangler banners	Wendy Dahl	1 week
Invoice sponsors once a month	Wendy Dahl	monthly

Admission Fees Proposal for State Finals

	Wednesday	Thursday	Friday	Saturday	Last years fees 2010
Students	\$3.00	\$3.00	\$3.00	\$6.00	\$6.00
Adults	\$4.00	\$4.00	\$4.00	\$8.00	\$8.00
Family Pass	\$20.00 includes admission for Saturday night				\$7.00 Child 4-12, \$9.00 Adults
	(immediate family 10 maximum)				\$35.00

Students	\$3.00	\$3.00	\$3.00	\$8.00
Adults	\$4.00	\$4.00	\$4.00	\$10.00
Family Pass	\$25.00 includes admission for Saturday night			
	(immediate family 10 maximum)			

Jr. High	
Students	\$6.00
Adults	\$8.00
	\$14.00 passes