



September 28, 2024
MINUTES

Executive Board Meeting
South Jordan

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| MEETING CALLED BY | Brad McKee |
| TYPE OF MEETING | Executive Board Meeting |
| ATTENDEES | Brad McKee, Jason Kelly, Syndi Fitzgerald, Gentry Goza, Dutton Daybell, Vicki Brierley, Joni Haderlie, Whitney Robb, Angie Freeland, Jon Goza, Brock Riding, Burk Austin, Chezni Nelson, Judd Austin, Tana Bennett, June Bell, Brylie Olsen, Darrell Sagers, Tiffany Burnett, Excused- Kelly Anderson, Chris Price, Monica Hullinger, Kody Jacobs, Tate Weber, Aubrie Christensen, Lila Preece Missing- Steve Stokes, Shaun Tree |
| WELCOME | Brad McKee |
| DISCUSSION | <p>2025 Go-round buckles selected by student officers <i>Action Item – Selected buckles were given to Coby Larsen to order from A Cut Above Buckles</i></p> <p>Discussion on Merchandise Contract - With the announcement that Lone Pine Images is retiring from the State Finals merchandise partner after 16 years! Thank you, Lone Pine Images. UHSRA will be looking for a new partner. Lone Pine Images has UHSRA merchandise available from last year, and previous years' board discussed the possibility of purchasing that inventory. <i>Action Item – Syndi will work on a potential contract and get information out to the membership advertising that we are looking for a partner. Syndi and Jason Kelly will go to Lone Pine Images and look at all the surplus and report back to the board.</i></p> <p>Discussion on 50 Years in Heber City Celebration – The 2025 State Finals will mark 50 years in Heber City. Looked at potential commemorative buckles from Molly's and Gist. The board voted and selected that we would go with the buckle from Gist. <i>Action Item – Angie will continue to work on the number of buckles needed. Syndi will notify Gist Silversmiths. Buckles will be ordered by 11/1/2024</i></p> <p>Discussion on Student-Athlete of the Month Nominations—Based on information received from the National Mid-Winter meetings this past January in Missouri, UHSRA would like to become more engaged in highlighting a student-athlete of the month here in Utah and on a national level. Dutton has been working on a nomination form that will be used when collecting the data. The PR committee chair, Tiffany Burnett, presented two possible options on how to process nominations. <i>Approach 1: PR Committee Ownership</i> Process:</p> |

- Email and social media request for all members to submit a nomination for themselves or a friend – form already created.
- Select club secretaries would receive an email asking the club leadership to submit nomination(s).
- After the due date the PR committee, along with the Student Presidents of the UHSRA and UJHRA, will meet to select the Student Athlete of the Month. Those not selected would be rolled to the next month.
- PR Committee will then:
 - Notify the winner and collect any additional information
 - Nominate the UHSRA Student Athlete of the Month for the NHSRA Student Athlete of the Month
 - Promote the award on all UHSRA social assets. Tagging winners and their parents and using a hashtag campaign

Approach 2: Student Officers' Ownership

Process:

- Nominations for State and National awards, including the notification process, to be completed by Student Officers.
- Once winner is selected, Student Officers send info to Student PR Director.
 - PR Committee then promotes award on social assets – same as above.

The board voted to go with Option #1. The PR Committee will take ownership of the process and involve Student Officer Presidents in the selection process.

Tiffany also suggested that the Student-Athlete of the Month be sponsored content just as we've done with Wasatch County sponsoring the All-Around posts and the Equine Athlete being sponsored by KeyLix.

Action Item – Joni with the Sponsorship Committee will look at upselling a current sponsor or bringing on a new sponsor.

Tiffany and the PR Committee reported that they will add another student committee member to help post senior spotlights. They discussed giving this additional committee member a scholarship.

Action Item – Tiffany will get with the scholarship committee to see about adding this scholarship.

Discussion on Rough Stock Ranking System—Brad presented to the board an idea of implementing a new ranking system that would categorize stock into three levels: Level 1, Level 2, and Level 3. Level 3 being the toughest stock for more experienced riders looking to be challenged. With this change, only contractors who could meet the requirements for specific stock needed would be eligible to do the rodeo. Clubs would be provided with the names of the approved contractors.

The rough stock committee believes that this type of ranking system will grow and develop a larger and stronger rough stock presence in Utah. Brad anticipates an increase to the rough stock costs for clubs at approximately \$1800. Some concerns were raised about whether this option is possible due to national rules concerning the drawing process and points. After much discussion, this agenda item was tabled until the mid-winter meeting. Board members are encouraged to visit with clubs, rough stock contestants, and families to get feedback.

The meeting Adjourned at 8:30 am.