

CASCADE COW CUTTERS

February 28, 2016

Stallion Committee Meeting Minutes

Present: Janie Larson, Jack and Sue Kitt, Holly Jones, Nina Lundgren, Amber Simon, Dan and Rusanne Wagner

The meeting started with a discussion of the cost of saddles. Nina said that there were 11 saddles purchased for \$1,475 each for a total of \$16,225. Over \$25,000 was raised, so we need to find out for sure how much is left and how it has been accounted for. There was discussion about having a separate checking account for the stallion auction funds. Amber stated her concerns about having extra bank accounts being an extra burden on a voluntary Treasurer position. QuickBooks is capable of tracking separate funds. There were further questions on how the CCC books are audited. There was no knowledge of any auditing systems being in place.

Nina then presented a written proposal of ways to spend the stallion auction money. The committee “pitched” the fundraiser to the stallion owners with the promise that the funds raised would be used to promote cutting and not be used for administrative expenses. The proposal is attached to these meeting minutes. It contains four different categories – all related to promoting the sport of cutting.

Administration: This category would be used for administrative expenses related to the stallion auction. It was proposed that approximately \$600 in thank you gifts would be sent to the stallion owners. This year’s thank you gifts were a box of chocolates from the Country Mercantile. Some additional funding will be used to cover costs already incurred from advertising the stallion auction while it was in progress.

New Audience – People Unfamiliar with the Sport: This category would be used to attract people to the sport of cutting. Posters with pictures of members and their cutting horses could be posted in feed stores throughout the states and provinces of our members to catch people’s attention. The estimated cost for this is approximately \$1,000. Posters to promote drawings for free memberships could also be used at other horse organization events. The cost of these posters would be approximately \$200.

Bring New Cutters to Cascade: A two series saddle shootout would bring more cutters from other organizations to the CCC cuttings. There would be a series in the first half of the year and a series in the second half of the year. The top cutters in each series would then have a “shoot out” at the end of the year for a saddle in each class. Fourteen saddles at \$1,475 each comes to \$20,650.

Reward Cascade Members: Several ideas were listed in this category. They included a high point rookie award, a high point youth award, and a high point horse award. Also proposed was the idea of increasing added money, providing a “crying hole” prize, and increasing the awards from the top four to the top five. Finally, this category included ideas such as an all-expense paid trip to one of the Big 3 Ft. Worth cuttings, a free cutting clinic hosted by CCC, or an all expenses paid trip to another clinic for a CCC member.

The amount of money raised does not cover the cost off all of the ideas presented in the draft proposal, so the group had further discussion to come to a consensus on which items to discard and which items should be kept on the list. New ideas were also brought up during the ensuing discussion. The following list attempts to capture all of the topics discussed:

Clinic Hosted by CCC – There was discussion on how a clinic could benefit more than 15 members. There was a suggestion that there could be advanced and beginner sessions. There could potentially be two clinicians with a split group. There was discussion about the location of the clinic. The Ellensburg facility is expensive to rent and the Bonina cattle are committed to events already scheduled. There could be the possibility of doing it in Cle Elum. There was also discussion about holding a clinic with Kim Witty, a working cow horse trainer in Ellensburg. Holding a joint clinic with him could potentially attract working cow horse people to cutting while also giving cutters a chance to experience working cow horse events.

The idea of holding a free clinic for new people using our club's trainers. Flag practices could be utilized to teach people and attract new people.

Donations – There was discussion of making donations to support the smaller clubs such as Blue Mountain, Cuttin Loose, and the Clearwater club. This helps to promote cutting throughout the Northwest and not just NCHA clubs. There was also the suggestion to sponsor some of those clubs classes and attempt to draw their members to CCC shows by lowering their charges.

Added Money – While it may be desirable to increase added money in the eligible classes, we also have to make sure that the increased added money does not also increase entry fees. There are NCHA guidelines on this.

Cattle – There was discussion about supplementing the members' cattle charges so that entry fees in all classes could be lowered. Lower entry fees may make it more feasible for more cutters and attract more people to the shows.

Sand – There was discussion about using stallion money to purchase the sand. This, in turn, would lower entry fees because the sand charge could be removed from the office charge. Concerns were raised that this could be considered an administrative cost and the intent of the fundraiser was to not use the money on administrative items.

Series with Small Clubs – A suggestion was made to hold a mid-year series similar to the Regional Series that WCHA has going, but with the Blue Mountain, Cuttin Loose, and/or Clearwater clubs. Such a series may attract non-NCHA cutters to NCHA shows while also showing NCHA support for non-NCHA events.

Attract New People – There was discussion of hold a “Never Shown A Cutter Class” at an Ellensburg show. We could advertise at golf clubs and similar places. We would advertise that trainers will be available to help people get started for free. A challenge to this would be not having the horses available in Ellensburg. We could also hold a flag cutting for new comers to avoid having cattle costs.

More Advertising – We need to get our shows on the radio and take advantage of TV stations' public service announcements. There was further discussion about having advertising in the movie theaters across the state in the time before the movies start.

Grants – If a cutting is held in Cle Elum (as planned by WCHA) it may increase the NCHA clubs' chances of being awarded grant money from the Kittitas Lodging tax grant program.

Circuit Awards – There was discussion of having circuit awards each weekend.

There was a lot of discussion about having awards that could promote the stallion auction as well as CCC and the sport of cutting. Depending on who wins the saddle, it may be used in the arena, it may be used for home décor, or it may be sold. If a saddle is sitting in someone's living room, it is not advertising the sport. On the other hand, nice jackets like the ones Idaho gives away are pretty much guaranteed to be out in the public eye. With that in mind, the group should explore types of awards that will advertise and promote.

The meeting wrapped up with a discussion that the CCC officers and Board of Directors were ultimately responsible for making the decision on how the stallion money would be used. Nina was going to revise the written proposal based on the discussion and Amber would type up the notes.

Minutes submitted by Amber Simon, CCC Secretary

To the Board:

Advertising at cinema & posters

Climb aboard a cutter flag contest

Lowering entry fees

Added money up by \$100 each class

Add last year's left over stallion money to this year's \$5 fee money

Supplemented fee for the clinic?