



Canadian Senior Pro Rodeo Association

Meeting Minutes

Jan 10/2023 Zoom Meeting called to order 7:11 PM

1. **Motion** to adopt the minutes from Dec 13/2022 (emailed out prior), **2nd . Carried**
2. President states to the board that to keep the meeting running smoothly keep in mind to keep everything concise and we will just gather information and not have long conversations. We can discuss questions after the fact in time to move quickly. We hope to have the committee and sponsorship packages out within the next couple weeks.
3. Bev Welsh presents the Sponsorship Committee Report, she had sent out to all board members a proposed sponsorship structure. She thinks this is pressing regarding the timeline and we need to move quickly. Bev lets everyone know that she has been a member since 2006 as well as serving on the board for 6 of those years. She has been looking for barrel cover sponsors and has one sponsor confirmed, another that looks promising and still needs one more. She has found a supplier for barrel covers that can also be used as banners. She is asking for a \$650.00 sponsorship with \$150.00 of that going to cover the cost of the cover/banner. They can then use the banner in consecutive years with a \$500.00 sponsorship. She is working with Irvines as well on sponsoring the covers along with a buckle. The proposal also has CSPRA naming right sponsors for \$10000.00, Finals round sponsors for \$2500.00, Bank number sponsors for \$1000.00, Event year end prize sponsors, and buckle sponsors. Bev asks what the board has as an expectation regarding her involvement, President replies that because she has done the legwork on the covers and her numbers as well as perhaps being the coordinator for the sponsorship. Bev states that she needs to have something to give to potential sponsors. Representative replied they can have the artwork done within 7 days. They suggest that peoples will let Bev know who is being approached eliminating the potential of duplicating sponsors being approached twice.

4. Office reports we had 13 members as of Jan 11, 2022, and as of Jan 10, 2023, we have 27, and is hoping that the bigger discount is helping members purchase earlier. Southwest/ Taber has requested to have the dates of July 22 & 23/2023 held for them. General account has a balance of \$12077.02 Casino account is \$19039.13. In September Gaming had asked to combine the two raffle accounts into the Casino account. We had to wait for a couple cheques to clear and they have now cleared so the accounts have now been combined.

5. Event Directors Reports

LBR- Directors have nothing to report

TDR- Director still is phoning previous members and will report back by the next meeting.

BAW- Director reports that they have been approached to split the LBA into 40-59 and 60+, they feel that at this time the numbers don't warrant the split as well as the financial aspect. They will contact all members and ask, letting them know it would not happen this year as well as the probability of the members finding the finances to support the split. Director has had some questions regarding bell collar catch and has gone over the 2022 rodeo season and the percentage is roughly 50% catches and feels that we would lower our catch rate too much by moving to the bell collar catch.

RR- Director has had some calls regarding the size of the animals and feels that we need to make sure our stock contractors understand the requirements of our association.

TR- Director has been having conversations regarding the possibility of having two runs and has heard the stock contractors might charge more, they will do more research on the cost.

SW- There is nothing on Steer Wrestling but would like to thank Director who is going to be our contact for the stock contractors. They would also like to thank Margo Fitzpatrick who has been doing some research and leg work on Grant applications.

US Report- Representative has spoken to RC Herrera and they have moved the PSRA finals to the weekend after our finals in Homedale Idaho, so they won't conflict with ours, they are working on the Montana rodeo's now.

Committee Report- Representative reports that Taber is already on board, Strathmore will need to move their dates to the end of July, Dunmore is having a meeting tonight so they are hoping to have a better understanding of dates soon, Cardston will be the usual weekend. Director lets him know Coutts is looking at having June 17-18 as their dates. President is working on Winfield, Rimbey, Delburne, and Halkirk. Director states Cochrane is needing a package as soon as they are available. Darren Shaw has expressed interest in having a rodeo or membership rodeo in Claresholm. Representative says the subject of High River came up again the other day and has been speaking to the Ag society and it sounds promising.

6. Old Business

- Committee Package and Sponsorship Packages will be combined with the Budget
- Paper Raffle ticket by Director, they question how we want to structure the raffle. Would we like to have a 10 000.00 main prize with no early birds, having 2000 tickets to sell, 20 in every booklet for \$10.00 each. That would result in 100 members needing to sell a book each, resulting in our income being \$10 000.00 before expenses. The cost to print the tickets is \$450.00 so that would come out of our profit. They have not heard anything from AGLC so we will just run with this until we hear anything. The downside of this is the amount of time that we will have to get the tickets in may cause trouble is AGLC does pull our license. They just need specifics regarding amounts, when to roll it out and approval before proceeding. Director questions what account we use to pay to have the tickets printed. Office confirms it is the gaming account. President asked if sending tickets out with memberships is possible. Director suggests doing the \$10 000.00 and asks if we can have members purchase the tickets. It is discussed how we are not able to do this. The concern is having unsold books of tickets turned in at the finals. President thinks the membership will be more willing to sell knowing the financial situation of the association. It is said we had previously given a \$25.00 discount when you paid for the book of tickets at time of distribution. Discussion on the logistics of this. President asked if we need to let AGLC if we are going to do this. Director says we could market it differently so recoup some of the loss. It is suggested we start it sooner and get the tickets out soon with the hopes of selling out early and avoiding the tickets being turned in at the finals unsold. **Motion** to proceed with the \$10 000.00 raffle, with 20 tickets @\$10.00 each in each book and 100 books printed. We will not have a discount for paying for the books on distribution.
- Facebook upkeep and change is currently being worked on by Director, President and the office.

7. New Business

- Olds/Lakeland college are asking if we will be able to do the scholarships again this year. Discussion on how we are not financially able currently to offer scholarships.
- College challenge rodeo by Director and they will reach out to his Lakeland College contact and have more information later.
- Rebranding- President has been going through the gaming handbook to clarify where we fall within their requirements and we do not qualify under senior as that is 65+, there is also the question of the word Pro which they have not found any reference but there is lots of literature revolving around amateur. We do qualify in Alberta as a sport, as Rodeo is Alberta's sport as of a couple years ago, but is not sure of the Federal side of it. They want the directors to think about the possibility of rebranding and being able to change the website and Facebook in one swoop. They put forth a possible name change to Heritage Rodeo Association and would like all directors to put their ideas forward. Representative asked if we can just do a poll among the

directors. The board a couple of years ago had done a survey to the members and had a 50/50 split. He thinks that the idea of rebranding would potentially help our association with attracting not only sponsors but new members as well. President lets everyone know she had received from representative a document with research on rebranding that was very informative and will either send it to the office to distribute or distribute it herself to the board. In favor of rebranding are nine directors. Representative suggests everyone send in possible names within the next week to the office. The office questions the amount of time it would take to change our name through registries. President says it is a quick process, we would have to do a name search for \$25.00 as a first step. Director asks about the cost associated. President says it would not be too much, the website and Facebook page we could do ourselves and it would just be the rulebooks and cards and we could look at a new logo, taking the saddle bronc rider off and just leaving the maple leaf. It might be a good time since we are redoing all the packages now. Representative says a new logo was done up 4-5 years ago and he will try to get it to President to disburse. They will send it to the office to distribute to the board along with the rebranding information from representative. President asked if the office will forward any name suggestions it receives, and hopes to have some numbers relating to cost to also go out at that time.

- Budget Committee, President and Representative have been working together along with obtaining information from the Chinook Rodeo Association to work on a proposed budget. The office had sent out the proposal earlier today for everyone to have a quick look at. Representative is asked to give an overview, and would then like to form a committee to go over the fine details and then present to the board for final approval in 2 weeks. Representative lets everyone know what the attempt was to put everything on paper and to compare our association with others and come up with a structure that was on the positive side. They then took it down to the committee standpoint and then the association standpoint. The biggest complaint of members seems to be all the extra fees they are charges. They go over the 2022 structure and explains how the structure is set up and we are at a loss with the current structure. The current structure has a one-day rodeo, 99 contestants with an income of \$11549.50. Breaking it out to committee receiving \$ 1810.50 and Association receiving \$ 1089.00 and costing a member \$80.50 to enter one event. The payout for 2022 was \$8650.00. They then go into the Master budget and notes losses in the stalls, power, and payout of the association. The office fees are also in a deficit of \$5361.35 for the year. Another thing to note is the prize area. We lost \$37616.58 for the year and spent \$22000.00 on prizes. Representative lets everyone know that Margo has found out that Grant money can now cover buckles which it never did before. They then talk about the 2023 proposed budget. Representative lets everyone know we are the only association that does not charge a percentage from the payout. They understand we used to and suggests we cannot run at a deficit and need to look at how to restructure. They present the proposed structure for the payout and lets everyone know it is a work in progress. The new proposal has numbers also based on ninety-nine contestants, with the cost of entering one event at \$87.00 for each member. The new fees collected for the day would be \$ 13423.00 with the committee receiving \$ 3116.38 and the association receiving \$ 1276.02. The entry fee deduction would be \$ 13% for regular rodeos and 33% for timed event (membership) rodeos. The payout would increase from \$ 8650.00 in 2022 to 9030.60 for 2023. They then go over the Master budget for 2023 and show a net profit of \$32651.14. It is stated the association can stand on its own if we redirect the budget. They would like the profit loss statement broken out into rodeos for the year and finals so members would have a better understanding of our financial association. Representative goes on to say that we could then perhaps ear tag sponsor money for certain expenses if we choose at the finals. They state that

with the potential of \$ 6000.00 going back to the committee we have a better chance of having viable rodeo committees and would look more enticing to prospects for hosting rodeos. The last one is the membership rodeo. It is proposed to take 33% from the payout. We would potentially look at a profit of \$2917.00 with 70 contestants. The thought is having one in the north, which the President is looking at, and one in the south and this could potentially be the one Darren Shaw said he would host at Claresholm. Looking at the NSPRA fees there is a rodeo in Wickenburg now with costs of entry fee \$70.00, office fee \$20.00, clean up fee \$10.00, and stock fee \$20.00. The membership rodeo is based on a 2-header rodeo. Representative states the formulas and percentages are a work in process and would like to see us have a standing budget of \$45 000.00 and it will take a few years to get there. President asked to gather those interested to look over the numbers for the next week, then do a presentation to the board within the next 10 days. It is asked what the added costs would be to the members. Representative lets them know the difference is \$7.00 in fees and we would take a percentage on the payout. The payout would increase though with the new structure. President would like anyone with questions to get a hold of Representative after the meeting. It is asked if this is sellable to the membership. Director thinks that in order to be profitable it is something we need to do, director confirms that is their feeling as well and we just need to be transparent to the members about our reasoning behind it. It is stated everything has seen a cost increase everywhere and people would understand. Director states there is not a team roping out there that does not take a percentage from the payout and we also need to take our share to keep the association profitable. President asks if the directors want to make a decision now on this rather than waiting. The consensus is to make some decisions and time is of the essence. They ask if anything is majorly outstanding from the budget. Representative asks the office if this budget seems to be on tack and the feeling is yes. They suggest we send out the budget to members as well so they see where we were at and how we are going forward. Director thinks it is a win/win if we can get more rodeos for our association because of it we will also attract more members. Question on the \$6000.00 going back to the committee. Does that cover the stock fee and ambulance fee. It is stated committees could use the money how they choose. Questions on the percentages between the committee and association. Representative explains the 2023 has a 13% from the payout and a membership rodeo it is 33%, and they were trying to come up with a reasonable percentage. Representative notes that is incentive to bring in sponsors to help with the events/ rodeos. It is asked if members will not see any of the other separate charges because we are doing one lump sum and perhaps, they will feel better because they are not being nicked and dined to death. Representative states it is a win for the committees as well as they are not running around on the ground trying to collect self penning charge. If members wanted to get stalls that would be separate and they would need to pay for that as well. Office questions what happens when committees have costs that are higher than the CREO fees would they then be adjusted. Representative says that the hopes is the increase would help them in those cases. The option to have other charges would always be available to committees and they would put those on the approval application. Director states that we need to be clear on what the fees are covering, and we should add that it could be subject to other charges. Representative would like to make a motion to accept the budget as the baseline but would like to have a more critical look at it and perhaps get others in the association to look at it to make sure nothing is forgotten. President suggests maybe everyone can have a look and we could have an emergency meeting and then we could make a motion by either the end of this week or by next Monday. Director suggests Representative take a week to think about the wording and work out any questions that they may have. It is stated we can always change things down the road or even next year. Representative states we need to be static on the members fees and can

work on the percentage and payout behind the scenes if we need to. President wonders if Representative would like to take a couple days or are they thinking they would like to go ahead, President would like the board to either make a motion or take a few days to think.

Motion to adopt the 2023 rodeo income budget. **2nd**. Ten in favor one abstained. **Carried**

- List of directors on the website. President has had some inquiries about who to contact. Director states they would be fine as long as all directors to understand that the association does not ask for money like scams do. Director suggests that we just have names and then people can contact the office. President suggests just numbers and they would be fine with theirs being on the website. Director suggests that there are scams with emails as well. Director would rather have the office take the number then get a hold of the director and pass the information on. It is stated that amongst the directors we could share that information.
- Questions on the sponsorship package and when we can get them out. Director questions does that mean we won't have the package until the 24th then we need another meeting. Representative suggest that the sponsorship package is sent out tomorrow and any feedback will need to be in by the 16th. If they have not heard from you by then it will be assumed, you approve.
- Director asked if Kelly had a date for Dunmore yet, Kelly asks when Strathmore is and is told the last weekend of June. Director asks about the TDC calf roping and it is July 7/2023. Kelly asks about the Montana rodeo's and Representative states Kent usually has Augusta the 2nd week of June. Kelly states that their July is not available. Kelly states that they would tack on to the end of Strathmore, he would like to make a 5-day run. Director states Coutts is June 17-18 tentative.
- Meeting adjourned 9:41 pm

Next Meeting: Jan 24/2023 7 pm