



**ANNUAL GENERAL MEETING**  
**November 19, 2016 – Okotoks Ag Society at 3:30 p.m.**

**MINUTES**

The meeting was called to order by President Robbie McKay at 3:35 pm.

**Directors present:** Robbie McKay, Billie Jo Belt, Carlene Meeks, Janice Cornforth, Lorne Bodell, Rod Honig, Jan Daley, Jamea Minue, Stacey Jones

**Directors absent:** Geoff Hoar, Colter Schlosser, John Swales

**Members Present:** a list of attendees is attached to these minutes.

**Minutes: MOTION-** Donna Shapka ,Jamea Minue- That the Minutes of the last Annual General Meeting held November 21, 2015 be adopted as circulated.

Carried

**Presidents Report-**

2017 was a tough season for the ARCHA as we lost \$20,000.00. We have about \$38,000.00 cash in our bank account. This will be expanded on more in the committee reports.

Our web site has been completed and we are going to be tweaking it a bit on an ongoing basis. We want to make it a little more user friendly and update the front page a little more often.

**MOTION-** Ron Stuckert, Lorne Bodell - Made a motion to accept the Presidents report as presented.

Carried

**Finances-** The draft financial report by Catalyst Financial was reviewed and reported by Carlene Meeks and is attached to these minutes.

Terri Holowath reviewed the Fundraising and Sponsorship fees. She expressed how important it is for the membership not just the board to seek funds for sponsorship.

Weekend shows seem to be decreasing in numbers where the Derby and Futurity numbers are increasing.

Carlene Meeks and Rod Honig discussed how we are working hard to increase our social media and inform our membership about all that is happening within the Association.

**MOTION-**Lorne Bodell, Jean Curruthers- That the draft financial report be accepted as presented.

Carried

**Old Business-** NA

## **Committee Reports and Evaluation of 2016 Year**

### **Advertising: ( Jan)**

In 2016 we developed a one year advertising campaign to keep that momentum moving forward. We feel it has had a significant impact showing entry level class numbers rise. Part of the discussion with WHR includes a major interest story about the ARCHA early in 2017. Both Cowtown Derby, ABSB and CGH we supplemented that advertising with quarter page spots in the Regional, a supplementary paper within various small town newspapers from Okotoks south.

We had set a budget of \$5,000 and to date are \$5074.00

-Jan suggested that in 2017 the board reviews all stories and ads being printed for correct information.

### **Social Media ( Facebook): Rod**

Up until approximately a month and a half ago, Heather McLevin was predominantly responsible for keeping the ARCHA's Facebook page current and as a valuable tool to keep those interested in the ARCHA and the sport of cow horse informed, and entertained. Facebook serves as a strong tool to keep members aware of events, cow horse activities and anything pertinent to the ARCHA.

By showcasing our members activities at other competitions such as Saskatchewan Reined Cowhorse events, Canadian Coast events, Northern Alberta events and premier events in Ft Worth, Vegas, Idaho and others we can ensure a vibrant use of our social media assets.

-Brenda Eisebrenner and Bev MacMillan brought up the lack of membership that is attending the AGM.

-It was brought up that there are a large number of cutting shows which could impact the ARCHA weekend shows.

-Donna Shapka discussed that she was unaware that our Association was in the situation it is in financially. She feels we need more avenues to see what the membership wants.

- Laura and Claire MacMillan will be taking some videos that can be put on Facebook to promote our weekend shows.

### **Judges and Scribes:**

The ARCHA used local judges for all the weekend shows and hired US judges for the Derby and Futurity. By using local judges the association made \$2816.00

There was some feedback about some of the judging in 2016. The concerns will be addressed when hiring in 2017.

### **Clinics: Cowhorse 101**

The idea behind the Cowhorse 101 clinics were to keep the cost low, so we could entice new people into the sport, and Non pros to step out of their comfort zone - like trying to go down the fence for the first time. These clinics are not held to make money. We held 3 clinics this year: April 2/3, and April 16/17 with Vance Kaglea at Okotoks Ag Society, May 7/8 with Cody McArthur at Thorlakson Feedyards. Our clinics filled up fast, and seems to be in demand. After expenses (arena, cattle lunch) our revenue (all 3 clinics combined) was approx \$2700.00 This money will go into the ARCHA club "pot." It is not specifically allocated to item or expense. The goal for 2017 is to have another Cowhorse 101 clinic, but also a more advanced clinic for non pro's and may partner with the High School Rodeo Club.

Carlene brought up that some of the people attending the 101 clinics were not really 101. This will be closely monitored in the future. The need for Non Pro clinics is a high priority. The clinics are a lot of work and lots of volunteers are needed.

Bev MacMillan suggested that we have a list and have people sign up for jobs at the clinics (food, pushing cattle etc.) Inform the membership what needs to be done!!!

### **Education and Promotion:** ( Billie Jo)

Yth Scholarship was awarded to Isaac Steem. He will receive 500\$ towards his education. Waiting on confirmation on the NRCHA Yth winners.

### **ARCHA Sponsorship Committee – 2016**

With a target goal of \$38,500 sponsorship efforts began in early spring, and totalled \$26,000. Sponsorship came up short by \$12,500, despite the huge contribution by Vetoquinol of \$25,000:

Vetoquinol was by far our largest sponsor, and became the title sponsor for the Alberta Snaffle Bit Futurity. Vetoquinol graciously sponsored \$25,000: \$10,000 of which went to the ARCHA into general sponsorship, and \$15,000 which was donated to the **Zylkene's Canada's Greatest Horseman** event held with the Alberta Snaffle Bit Futurity (the \$15,000 flowed through our club but didn't contribute to the budgeted amount – is not included in the \$26,000).

Zylkene/Vetoquinol also sponsored numerous other items, including an add in the quarter horse journal, 2 arena bags at each show (with product), reserve prizes ( coolers) and a great steak supper during the Futurity. For 2017-2018, Vetoquinol has committed again for the same amount of \$25,000 and will continue (at minimum) of being the title sponsor for the futurity.

Back on Track was the title sponsor for Cowtown Derby, and donated \$5000 + reserve prize coolers. They appear interested in sponsoring again, but may not be offering as much cash, so we will need to determine if they will remain the title sponsor.

Despite being down in our sponsorship revenue, we maintained the amounts put towards payouts in both the Cowtown Derby and the Alberta Snaffle Bit Futurity. One initiative in 2016 was to increase our commitment to advertise/mention our sponsors on social media. We plan to continue in this direction, and hope to get more “shares” and comments on Facebook to let our sponsors know we appreciate them and to help advertise them.

Challenges this year and forecasted to be a concern in 2017 are the recession, and that many sponsors prefer to donate product rather than cash. In some instances, we have tried to sell items to raise cash (eg. Silent auctions), or use gift certificates to buy other prizes that we needed (eg. Bar T5 gave a certificate - we bought reserve prizes for Cowtown).

Things we may need to look at for 2017 include monies paid out into the futurity and derby, as well as expanding our sponsorship network. Any help by members in finding sponsors is appreciated. There has also been some discussion about approaching trainers to see if they would sponsor a year end buckle. We are working on tweaking the sponsorship forms by the end of the year so we can approach sponsors sooner than we have in the past. In 2017, Western Horse Review has agreed to donate \$500 and subscriptions to all new ARCHA

members, as well as to provide a discount for all renewing members.

Overall, we are happy with the sponsorship results, despite the poor economy, but because our payouts for elite events depend mainly on sponsorship we may need to look at changing the payouts if we can't meet our budget for sponsorship.

Please see the following sponsors that contributed in 2016:

•**Energy Equine**

•**Colter Schlosser Performance Horses \*C5 Ranch Kelly & Janice Cornforth \*Daley Ranches**

•**Hoof & Nail Farrier Supplies Ltd \*Donna Smith & Family \*Anchor Bar Outfitting**

•**IJD Inspections Ltd \*Cattlemans Corner \*Black Diamond Rona**

•**TD Equine Veterinary Services \*Back on Track \*Vetoquinol**

**Sponsors - (Product/Clinics)**

•**Cody McArthur \*Krause-Kagle Performance Horses \*Pureform \*K&K Livestock**

•**Fort MacLeod Vet Services \*Catalyst \*Bar T5 \*Back on Track \*Vetoquinol ( Zylkene)**

•**Western Specialities \* Troy Fischer Buckles**

--Terri Holowath brought up that the membership needs to send out a sense of “urgency” to the membership. The membership needs to know we need sponsorship help and input from the membership.

- Robbie brought up ways of getting sponsorship. There may be a possibility of spreading out the sponsorship and people involved. The trainers, rein/boxers, non pro bridle contestants can fund raise for sponsorship money ( create groups).

-Bev O'Dwyer mentioned having a tack sale, money goes to the association.

-Bev MacMillan mentioned having a purchase table for donated products available at the shows for cash. ( reserves would be put on the items)

**Shows including Alberta Snaffle Bit Futurity and CowTown Derby: ( Robbie)**

	Show Report	
Show runs	2015	2016
Cutting	226	173 down 53
Runs	603	467 down 136
		Total down 189

Our runs are down primarily because of 2 show weekends that we lost to Silver Slate.

We did have a proposal from Silver Slate for 2017 to move Cowtown to Silver Slate then they would have the ARCHA take back the 2 show weekends. However the board turned down their proposal.

There is 2 shows added for 2017, 1 day schooling show at Fort McLeod April 8, an extra show at Ponoka May 13&14.

We are also talking to the Calgary Stampede about adding back a Novice /Intermediate Non Pro Bridle Class maybe with a qualifier at Ponoka. We will be deleting the one day at Claresholm that was on Aug 21 2016.

The board has talked about have a series for 2017 i.e. Ponoka (Peter Swales Series) giving away headstalls for the Non Pro's, maybe a buckle series for Claresholm. These are ideas and have to be confirmed.

#### Cowtown Derby

Entries were up slightly. We lost a cow and had to pay for it (roughly\$2000.00)

The Video & photography was up \$1600.00 because we went to HD2. We found it's getting harder and harder to get volunteers i.e. scribes people don't want to work the whole weekend 10-12 hours a day. It's hard to get a volunteer to run the fence practice as it starts so late (9:00pm) and ends late (1:00am). Friday Herd work to start at 8:00am. Saturday was too long day and the Judges charged us an extra \$250.00 each. Delete the team doctoring as we had a lot of cancellations on the fence practices.

Only derby horse need 10 minutes for stopping in the arena everyone else can warm up outside (weather permitting).

#### Alberta Snaffle Bit Futurity

The Alberta Snaffle Bit was moved back to Claresholm and we signed a 3 year contract with Vetoquinol and Zylkene. Vetoquinol sponsored the ASBF for \$10,000.00 and Zylkene sponsors Zylkene Canada's Greatest Horsemen for \$15,000.00.

Robbie reviewed which classes may be cut for 2017 in the cutting classes. Carlene went over why these classes will be cut and how we can promote the bridle spectacular classes.

-In 2017 you will need to attend 5 shows in order to qualify for a year end buckle. Making sure that the membership understands that the year end buckles may not be ready at the last show if you have not attended the mandatory number of shows til the end of the year.

- Stacey Jones brought up " Step Up" rein/boxers and how she has been approached by some of the members.

-Robbie asked Jean Carruthers to take a pole of how many of the rein/boxers would like to have a " Step Up" rein/box class.

-Carlene announced that the class fees will stay the same for 2017.

2017 will look at having a Select NP Bridle class. This is a jackpot class with the NRCHA right now. It will be discussed with the 2017 board whether it will be a stand alone class or a jackpot.

#### **Year End Awards:**

Year End buckle budget was \$7000.00. Which made each buckle approximately \$280 each. We ordered all buckles from Troy Fisher, being that our buckle order was so large Troy donated an extra \$70 per buckle (\$1750 in total). This was a very generous donation, making our year end buckles stunning. Being this year the year end award budget was lower from last year (2015 it was \$10,000) we had no monies for reserve prizes. Bar T5 Donated \$1000 in kind, to pick any items in their store. We got the blankets and the club paid for embroidery, approximately \$500.00 Future Star Awards were donated by Braydon & Jamea Minue of Minue Metal Works and Troy Fischer Silverworks. This was at no cost to the club. Jamea recommended that for the next several years that they use Troy for all the buckles, as he is competitive in pricing, delivers a beautiful product, and is very professional to work with.

#### **Stallion Service Sale:**

- The **21<sup>st</sup> annual** ARCHA Stallion Auction used the online auction format for the second year.

- Total revenue generated was \$19,507.50. This money less admin costs for 2016 of annual fee to Big Sky Web Design (\$512usd=\$728.24 CDN), Email Blast (\$150usd=\$212.92) and new stallion auction signs to advertise at ABSB (\$367.50) resulted in NET proceeds towards the ABSB purses in 2016 of \$18,198.84.
- In 2015 the auction generated gross revenue of \$17,124, in 2014 - \$7,145 and in 2013 revenue of \$9,035.
- The auction site administrator -Big Sky Internet Design charged a one-time site set up and registration fee of \$1,650 usd, and that fee will now convert to an annual administration fee of \$500 usd.
- The 2016 sale had 25 stallions participating. 16 stallions sold either through the live auction format which ran from Feb 15<sup>st</sup> – March 13<sup>th</sup> with bids starting at 65% of the advertised fee. Remaining stallions sold after the live auction, in phase 2 at a discounted fee of 65% of the advertised fee. Phase 2 ran from March 13<sup>th</sup> (after the live auction) – June 1<sup>st</sup> 2016.
- It was mentioned that our auction may be a bit later to optimize the breeding season so the board is working on moving the dates up by at least two weeks.
- There were 29 registered bidders – 22 from AB, 2 SK and 5 from the U.S. (OR, NV & CA).

#### **Silent Auction and Fundraising:**

- The **Silent Auction Fundraiser** held at the ABSB raised \$3,360 for the Association in 2016!
- The funds raised were down due the economic times in Alberta as well as the location/duration of time that the auction items were available to be bid on. The 2015 had the items available during the show and the banquet where as this year they could only be available during the banquet.
- This is on the boards radar to be aware of for 2017 and maximize the silent auction as best we can.
- Robbie mentioned the year end banquet will be at the Arena on the last show day of the year. This will cut cost as we don't have to rent a hall/bar tender etc. If it is to be held at Claresholm we will need table and chairs.

#### **Casino:**

- The initial Casino Eligibility application was submitted in April of 2014 and was rejected because of the ARCHA bylaws that were registered from 1994.
- The bylaws were amended to incorporate modernized terms as well as the casino “requirements” discussed last year when the bylaws were passed at the AGM. These bylaws were registered on August 29, 2016.
- The Casino Eligibility application was applied for with updated/more recent information as requested by the AGLC on October 19, 2016.
- The ARCHA board expects to here if we are eligible for a casino by the end of the 2016 year!
- If we are deemed eligible, there would be more administration required and we could be awarded a casino in approximately 2 years

#### **Membership:**

We have roughly 155 members

Revenue for 2016 was up over last year.

2015- \$8,363

2016- \$9019

We did donate ½ the value of saddle to the High school Rodeo. We are trying to build this Class and have them compete at our weekend shows.

## **2016 Governance Committee Report**

### **Bylaws**

At the AGM held in Airdrie, Alberta on November 21, 2015, the membership approved a motion to accept the updated by-laws as they were proposed. During the filing of the bylaws with Corporate Registries, we learned they required some changes. The two required changes are listed/explained below:

- The objectives should not be listed in the bylaws. These have been removed as instructed, as they are not rules the society follows. There have been no changes to the objectives, only that they are not included as part of the bylaws.
- The bylaws should contain the following statement “Any member in good standing may have access to the books and records of the Society at the annual general meeting, or at any time by making written request to the ARCHA Board of Directors.” This sentence was added under Article VI – Membership, point 9.

The revised bylaws required a general membership vote, so on August 15, at 5:50 pm, a special general meeting was held at Cam Clark Ford in Airdrie to review and approve these changes to the ARCHA bylaws. A special resolution was passed with quorum, following notification to all members to make the above changes to the bylaws. The motion passed, and all Directors signed the new bylaws, which were submitted August 15 to Corporate Registries. The new bylaws were stamped and effective August 29, 2016.

### **Rulebook:**

In 2016, the rulebook was re-vamped, to more closely reflect the NRCHA rulebook. The rulebook will be updated for 2017, and will consider 2017 NRCHA rulebook changes. Additional changes proposed for 2017 include:

- Update to Pattern #13 (ranch hand pattern) – currently, the horses would be required to counter-canter.
- Possible class changes.
- Review of NRCHA rule changes.

### **Policies:**

The following are the current policies of the ARCHA:

- Cheque-signing policy – revised January 10, 2016 – included current bank information and approval of significant vendors.
- Office Admin Compensation Policy – created March 14, 2016
- Roles and Responsibilities of the Finance Committee – unchanged from November 4, 2014

**MOTION**-Lorne Bodell, Diane Runge- That the committee reports be accepted as presented. Carried

**Suggestions for 2017: Classes, class changes!!!**

**ELECTION:**

**Nomination Report:**

- A vote was held to fill the 6 available board positions.

Completing their terms and retiring:

Jan Daley, Colter Schlosser, John Swales

Completing a two year term and willing to serve again:

Robbie McKay, Geoff Hoar, Janice Cornforth

Directors retiring before the end of their two year term and therefore creating one year terms: NA

**The following Directors were elected in the fall of 2016 and will complete their term in 2018:**

**Robbie McKay was nominated to a two year term.**

**Geoff Hoar was nominated to a two year term.**

**Janice Cornforth was nominated to a two year term**

**Bev MacMillan was nominated to a two year term.**

**Brenda Eisenbrenner was nominated to a two year term.**

**Clint Swales was nominated to a two year term.**

**The following individuals have allowed to let their names to stand for the 2017 Board of Directors for a two year term.**

Jocelyn Brochu, Clint Swales, Brenda Eisenbrenner, Lynda Elliot, Bev MacMillan, Bev O'Dwyer, Robbie McKay, Geoff Hoar, Janice Cornforth

**Motion:** Bev MacMillan moved and seconded by Rod Honig that the ballots be destroyed

**Motion** made by Ron Stuckert moved the meeting be adjourned at 4:24 pm