

## **Meeting Minutes**

**Nov 12 2019**

### **Conference Call**

#### **Roll Call-**

Carl Cartwright, Olivia Valentine, Wanda Wood, Randall Creamer, Ila Hanks, Donna, Wendy Manos,

#### **Financial Report-**

#### **Sponsor Committee-**

-Olivia states she got sponsors for all expenses except porta potties/food for the obstacle challenge

#### **Electronic Media-**

-Wanda offers to teach anyone willing/interested to learn about maintaining the website/mail chimp (doesn't have to be a board member)

#### **Expo Annual Meeting Committee-**

-Wanda states entry fee proposal,

online member purchase \$10, non-members \$30

youth \$10, 5 and under are free,

(at door) members \$15, non-members \$35

Youth \$15

18 and under get in free with a 4-H or SCHC shirt

-4-H and SCHC Shirts for sale at the door, old ones for \$5, new ones for \$10

(4-H shirt money goes to 4-H, SCHC money goes to SCHC)

-Donna asks if Wanda has spoken with Chris about the contract. Donna has not sent a deposit. Wanda says she was waiting until this meeting so we can do that.

-Carl asks if we're good with the entry fees?

Donna thinks a lot of people will turn away at the door for that price

Ila thinks is expensive.

Carl likes the gap between membership fee and non-membership fee, yet is concerned that we get that info out fast enough so we don't have ppl turn and walk away.

Olivia states as a group we were trying to make it worth it to be a member, and be fair to the ones that have paid dues to be a member so they don't look at it like non-members get better deals. Wants to make it a perk to be a member.

-Carl asks for Clarification and break it into 2 parts;

The \$30 fee and the \$35 fee includes the membership.

Does everybody agree on that?

Donna-yes, ila-yes, olivia-yes, wendy-yes, randy-yes, Mark-yes

Wanda asks for clarification of what hes asking.

Ila explains hes just entertaining both sides of the idea for now.

Carl says he wanted to separate to 2 parts to ask if the higher costs would include membership and what he hears is yes, it will. Carl asks Wanda to weigh in.

-Wanda states she disagrees with the fees because, there will be ppl there that don't want to join the council.

Carl re-states, the 1<sup>st</sup> piece: Does the higher fees include membership?

Wanda says she doesn't want to give a vote.

-Part 2, Carl, discussion of the fee price

Carl says he has heard the point of SCHC is spending a lot of money for the entertainment. (cost-conscious)

Also heard that it may be disappointing to a member to pay the price of non-member.

Carl wants to hear from the group (particularly from the members of that area) What is the Marketing threshold for what someone is willing to pay for an event?

Randy says he probably would not pay \$35 to go to this event. He says he would probably pay \$20-\$25

Donna says most everything at this arena is free except high end clinicians. She thinks in the \$20 range is all we can expect ppl to pay

Ila says this will be more than just horse ppl attending, this is a family event, horse people bringing their wife or husband. Price is not family friendly; price seems aimed more for horse ppl going to a clinic with their horse.

Olivia states members can buy other tickets for their family/friends at the member cost and kids are free and 18 and under will be free if they're wearing shirts

Donna agrees we don't want to lose money on the event but also, we don't want ppl thinking everything we do is gonna be expensive

Mark says if the horse council is going to foot the bill, lets just make it free.

Wanda says we done that one year.

Carl says that's not a viable option.

Wanda says NC had a 3-day event with about 12 clinicians for \$35

Donna questions how well we will get the info out there so ppl can know how to pay fees in their favor.

Mark says we'll do our job on the advertisement

Wendy says if she was going to a 2-hour show of Tommie Turvey's, she would pay \$35

-Carl asks if we keep the price at the proposed amount, how are we going to market this so that we get at least 150 ppl? B/C that's what its going to take to cover costs

And how quickly are we going to get this out?

Olivia says she has spoken with Catherine Lane with Radio station and has a list of people she can speak with about getting a news blast out for free. Says Catherine will announce expo on air and post it on her fb and has provided a list of other radio stations to call

Wanda says we have already created a press release. 60-70 fb groups to send to. About 20 free websites. About 25 associations. Need to get more post cards out. 126 forms of media will receive marketing info

Carl says it will take more than just Facebook advertisement. We will have to reach at least 15k people.

Carl asks if we can have a commitment from the committee to send weekly or bi-weekly updates about the event.

Carl asks if there is potential to get any grants for billboard advertisements. Wanda says not in that area.

Olivia says she has a contact that owns a billboard company and she is discussing him letting us use a billboard for free. Carl says we can give them a receipt for the value of the advertisement.

Carl asks who on the committee will commit to getting this advertising and weekly/ bi-weekly updates out? Olivia says she can.

Wanda says she can send Olivia the list of 126 contacts to send flyers/ press release to.

-Donna and Carl agree the fees need to be clearly stated that one online \$35 purchase needs to be clearly stated that it covers an individual membership, not a family

-Mark says let's not forget that once one person buys a membership, they can buy the rest of the tickets with their member discount.

Carl says we have already voted on that the non-member fee includes SCHC membership, we now need to vote to accept the actual fee proposal.

Wendy states she is uncomfortable with voting, she abstains.

Carl=yes, Donna=yes, Olivia=yes, Mark=yes, Randy=no, Wanda=no, Ila=no

Wanda adds she has church people that like to come but they will not want to come and pay that price because they are not horse people. Olivia says Wanda can buy their ticket for \$10.

Carl asks Wendy if she still wants to abstain. Wendy says yes, she still abstains.

Motion is passed.

-Olivia makes a motion to approve the Expo Committee's proposal without change

Wendy and Carl 2nds motion

Motion is carried.

-Carl thinks the fees are a little high, but worth it, only if we advertise effectively.

**Trail Committee-**

**Education/Youth Committee-**

**Horse Welfare Committee-**

**Membership Committee-**

**Legislative Committee-**

**District Reports-**

**New Business-**