

Minutes

September 10, 2024 AHSRA Executive Board Meeting

In attendance via Zoom: (25 voting, 3 non-voting)

Jolynn Pugh, Denton Edge, Pam Golden, Jamie Thorsteinson, Terrie Barkshire, Kristine Longson, Steve Bishell, Neil Heck, Carla Pocock, Owen Saitz, Shyla Fells, Cordel Griffith, Dallas Monk, Santanna Thom, Scott Schiffner, Amanda Elder, Rae-Lyn Rasmussen, Bristie Kugler, Sara Longson, Tenley Griffith, Maysa Schiffner, Brynn Freemark, Wyatt Elder, Tryp Pugh, Carmen Schneider, Kenzie Reber, Tyson Fells, Hayes Smith

The meeting was called to order at 7:35 pm.

Raffle Update - Terrie Barkshire

- Raffle tickets have been distributed to all the raffle coordinators and members will be receiving them at their next rodeo.
- We have a booth at CFR to sell tickets again this year; Terrie would like to find a parent to organize volunteers to work shifts throughout CFR.
- The board discussed other options for places to sell raffle tickets - Farmfair, Top Gun Horse Sale, Spring Thaw.
- Anyone interested in taking extra books to sell at these events is more than welcome. We had 900 books printed, we have 450 members currently so there are plenty of extra books available. Members receive an additional \$60 scholarship for every 2 extra books sold. Members can request extra books from their district raffle coordinator.
- Terrie said that the AGLC audit is going well. She and Pam will have a response for them shortly. Some of the AHSRA processes may have to change, depending on the audit outcome.

Sponsorship Update - Scott Schiffner

- Scott has been working with the committee on sponsorship avenues. They have made some connections and the interest is there, but the association needs to be able to indicate specifically what the sponsorship money would be used for. Rather than adding to our general funds, most sponsors want to have their funds earmarked for something specific. Some suggested areas that sponsorship could go towards are:
 - Scholarships
 - Sanction Fees
 - Insurance
 - Sports Medicine
 - Some prizes
 - Extra clinics
 - Shirt Sponsors at both finals
 - T-shirt for volleyball at Nationals
 - Direct sponsorship for Nationals contestants
- Pam will create a list of association expenditures, including the source of funds for each (gaming/general), and determine which areas can be presented to potential sponsors. It

will require an understanding of which expenses can be paid using gaming funds, and which ones are open for sponsorship within the budget. Once this list is prepared, Pam will share it with Denton, Jolynn and the Sponsorship Committee for review. Once specific items are deemed eligible for sponsorship, it will allow the committee to go back to these sponsors with the information they are looking for.

- Generally the sponsors they have reached out to are not concerned with banners and flags in the arena, but we will definitely recognize them on our social media accounts and the website.
- It would be important to have levels of sponsorship - Platinum, Gold, Silver, etc. indicating the level of support they provide and how they are recognized, so we are doing it consistently. Scott did mention that specific packages may need to be made for each potential sponsor company to fit their needs/requests.
- Discussed creating a sponsorship page and form on our website for any potential sponsors to reach out to us if they are interested in sponsoring. We could accept donations or sponsorship for a specific district, provincial finals, or just general sponsorship. We would need to determine how we recognize them.
- The board discussed a proposal from Revolution Group Auto - referral program for vehicles sold. It was suggested to perhaps consider this for D3 as they are located in Grande Prairie. It was suggested not to turn them down on this on a provincial level as it may affect local sponsorship for individual local rodeo committees as they are big sponsors to kid's events in that area. The board is supportive of this for District 3 sponsorship.

Other Business

- Canadians - Pam reached out to Dawn Rae Gray to find out if their committee has discussed hosting Canadians for a third year. We would like to know if they are interested, or if it will be coming back to Alberta this year. Denton was going to reach out to Alistair Hagan to see if he has more information.
- Parent conduct at rodeos. Will be discussed further at a later meeting.
- How duties at the rodeo are managed, increase fines, and the potential for adding duties to other events. Will be discussed further at a later meeting.

The meeting was adjourned at 8:35 pm.

Jolynn Pugh, Board Chair

Denton Edge, National Director