



ANNUAL GENERAL MEETING
November 27, 2021 1:00 pm – 3:00 pm
Heritage Inn, High River Alberta & via Zoom
MINUTES

Call to order and introduction of Board of Directors

- Meeting called to order at 1:08pm by Kent Williamson, seconded by Randi McCook. Carried.

Members Present:

Krystal Meade, Randi McCook, Clint Swales, Jonathan Morrison, Kent Williamson, Tyler Albrecht, Lorne Bodell, Luree Williamson, Claire MacMillan, Gord Robinson, Ian Durell, Dave Webster, Matt Gingras, Bart Holowath, Flora Clark, Samatha Walker, Dixie Vaneck, Jo-Ann Miller, Nadine Achtemichiuk, Carey Davis, Emily Lowe, Leanne Lote, Mel Mabbott, Terri Holowath, Cathy Spencer

Directors Absent: NONE

Minutes of 2020 AGM – available for viewing (www.cowhorse.ca)

- Motion to approve the 2020 AGM Minutes as presented by Lorne Bodell, seconded by Terri Holowath. Carried.

President's Report – Kent Williamson

This year was very productive as all Board members became actively involved in all aspects of hosting and organizing horse shows for the club. Covid prompted the Directors to fully engage themselves and manage not only the Cowtown Derby and Alberta Snaffle Bit events, but also the show weekends. This in turn produced a revenue stream for the club that in the past, normally, was gained by the host venue. Running the Silver Slate and the Ponoka shows under the Covid protocols went extremely well for us. I would like to thank this year's Board of Directors for their resilience and commitment to getting us through these challenging times.

It truly takes a dedicated team to get things done: Bart Holowath was instrumental as the voice of reason - as Vice President this year he kept the budgets tight and us moving forward, Jonathan Morrison handled the Treasurer's responsibilities and hooked us up directly to great cattle; Krystal Meade, our secretary is a new team member. She has aptly filled the Office Admin role in the interim, which has made the entries, communication with members, and all the behind-the-scenes management seamless - Krystal is a true asset moving forward; Randi McCook continued her tireless Sponsorship fundraising campaigns, namely the Stallion Auction, she is very gifted at this role; Lorne Bodell, our Past President, is a tireless unsung hero behind the scenes, he seems to love handling cattle and never stops working! Tyler Albrecht was instrumental with running the cow practices and helping at the shows to keep them running smoothly; Mel Mabbott had great input at our meetings bringing his strategic business background into play; and Clint Swales got our judges organized amid Covid protocol setbacks and jumped in wherever needed (we even learned new things like how

to use a stapler for the show banners lol)... as Bart put it - 2021 was “the year of the Volunteers” – including many of you, our members, who jumped in to help run the Casino and lend a hand at the shows. We thank you for your support and look forward to 2022.

Motion to approve President’s report as presented by Kent Williamson, seconded by Tyler Albrecht, carried.

Financial Report – Jonathan Morrison

ARCHA continued to operate on a volunteer basis in 2021 which significantly reduced our operation expenses as we did not have expenses for Admin/Office, and received many items donated such as paper, postage, etc. over the course of the year. ARCHA took on producing more events as a funding source which helped with the loss of sponsorship funds due to covid, and despite restrictions and rescheduling of events we had a great year.

We received the AB Relaunch Grant of \$22,804. As well as the casino in September which we should receive funds in 2022 fiscal year. ARCHA continually looks at improving our events by adding money to purses, offering great prizes, and working diligently to keep costs to competitors as reasonable as possible. In 2021, we paid out \$249,120 in prize money which is among the top paying affiliates in the NRCHA.

At the end of the year ARCHA was profitable by \$74,054 over the production and execution of all our events.

Motion to approve financial report by Jonathan Morrison, seconded by Randi McCook, carried.

Committee Reports & Evaluation of 2021 Year

Governance: Mel Mabbott & Clint Swales

ARCHA ran through the year with a quorum at all directors’ meetings, with monthly meetings ran with a proper agenda, minute taking, and documentation. Budgets were set at the start of the year and were used in all our event planning and execution. Proper financial reporting was provided by our treasurer and accountant through the year for review and comparison against the budget.

Motion to approve governance report by Clint Swales, seconded by Bart Holowath, carried.

Sponsorship: Randi McCook & Mel Mabbott

Sponsorship was again difficult to come by during our continued struggles with Covid. In 2021 we saw a decrease of sponsorship by approximately \$20,000 overall, however the board worked hard to be more self-funded by producing more events. Major event prize expenses were covered by individual sponsors, and we were able to utilize a lot of in-kind product donations throughout the year.

In total, ARCHA raised \$15,132 in cash sponsorship, plus in-kind donations. If any members would like to get involved in sponsorship, we would be happy for the support.

Motion to approve sponsorship report by Randi McCook, seconded by Clint Swales, carried.

Casino: Krystal Meade & Billie Jo Belt

ARCHA was scheduled for a casino date in Feb 2021, however due to Covid restrictions our date was postponed. The board was unsure if the postponement would push our association to the bottom of the que again, however we were happy to receive notification that we had been scheduled for a September 2021 date cycle. The date ended up working in our favor as it was after ABSBF and did not conflict with any shows or events as it took place mid-week. Thank you to the 30 plus volunteers to stepped in to work various shifts and roles at the Deerfoot Inn and Casino. ARCHA receive over \$76,000 from AGLC Nov 22, 2021 to be used towards eligible association expenses. We are again in the que for scheduling for future dates and should likely see our organization receive another casino date in approximately 18 months.

Motion to approve casino report by Krystal Meade, seconded by Jonathan Morrison, carried.

Stallion Auction: Randi McCook

Each year holds a stallion service auction fundraiser, where stallion owners donate a breeding for mare owners to bid on. Funds raised at the stallion auction are used as added money at the Alberta Snaffle Bit Futurity in the fall. At the futurity, the stallion who's offspring earns the most money receive an incentive cheque. This is are largest & most successful fundraiser annually. 2021 we sold 17 stallions for a gross revenue of \$24,668. After expenses, we were able to add \$23,668 to ABSBF for added money. Lena In The Starlight, owned by Justabouta Ranch was the incentive winner. The 2022 Stallion Auction will run Dec 15 – Mar 15, 2022 with a great selection of stallions to bid on.

Motion to approve stallion auction report by Randi McCook, seconded by Tyler Albrecht, carried.

Fundraising & Auctions: Randi McCook

Each year, ARCHA looks for creative ways to raise money. Even during a global pandemic, we had a great year, and our efforts were well received by the membership and garnered interest from the general public not just ARCHA members. We held a couple of different raffles online including chaps, felt hat, 50/50, and a clothing drive. We also hosted 2 silent auctions at Cowtown & ABSBF. In total our raffles raised a total of \$6573.

Motion to approve fundraising & auctions report by Randi McCook, seconded by Krystal Meade, carried.

Clinics: Randi McCook

In 2021 ARCHA hosted a variety of clinics from trainers Kent Williamson, Tyler Albrecht, Clint Swales, John Murphy, Clay Webster; all of which donated their time to instruct eager riders in a variety of subjects including Cow Horse 101, Herd Work, Boxing & Reining. Proceeds from clinics are used for operations, awards, added money, etc.. \$7600 was raised from clinics in 2021 to contribute towards expenses.

Motion to approve clinics report by Randi McCook, seconded by Luree Williamson, carried.

Promotion / Social Media / Website: Krystal Meade

There were a lot of changes in 2021 when it came to member communications. Some of these were due to covid protocols, however a lot of good came from their use. Tools like Sign Up genius were used to make registration for members to events easier and more efficient, and recruit volunteers. Mail Chimp helped spread news to members via email without risk of going to junk mail. The ARCHA website received a total over-haul and redesign, allowing members to find resources more efficiently, as well as find information and tools to help them plan their shows better. Facebook, while a great source of information does not reach all our membership so we will continue to update & share information across various platforms to increase our reach and communication to members.

Motion to approve promotion/social/website report by Krystal Meade, seconded by Tyler Albrecht, carried.

Shows: Bart Holowath & Tyler Albrecht

In 2021 ARCHA hosted 9 weekend events including weekend shows, schooling shows, Limited Aged Events. Added money combined at these shows was over \$100k, payouts to members was recorded at \$249K. The largest change has been the adjustment of the business model for weekend shows; ARCHA is now self producing most of our events, which has been a major revenue source for the club. In past years, we have been hosted by facilities who produce our events assuming all the risk and reward of event production. We're looking to expand our facilities used in 2022.

Motion to approve show report by Bart Holowath, seconded by Randi McCook, carried.

Judges: Clint Swales

Judges were challenging this year – due to Covid travel restrictions we were limited to a small pool of Canadian NRCHA approved judges for the majority of the show season. When restrictions eased, we found that most US accredited judges while willing to travel, were not vaccinated so could not come to Canada. In 2022 we hope that US judges can attend shows.

Motion to approve judges report by Clint Swales, seconded by Dave Webster, carried.

Ian Durrell asked about the possibility of hosting a Judges Clinic in Canada in the near future. As per Lorne's most recent communication with NRCHA, Bill Enk is not scheduling any new clinics until the NRCHA completes their upcoming clinic in Las Vegas in December 2021.

Youth Scholarship: Bart Holowath

2020 winner was Laura Macmillan. 2021 winner will be announced at the Year End Banquet next week.

Motion to approve youth scholarship report by Bart Holowath, seconded by Lorne Bodell, carried.

Year End Awards: Randi McCook

At each show, a portion of a members entry fee is in the form of a Year End Award fee. We collect these funds at all our events, and awards are presented at the Year End Banquet celebrating members accomplishments over the season. In 2021, \$12,010 was collected at shows, and 2021 Year End Awards were purchased for \$12,153.

Motion to approve year end awards report by Krystal Meade, seconded by Bart Holowath, carried.

Socials & Banquet: Lorne Bodell & Krystal Meade

This year we were able to host a few small socials at events in 2021, however covid restrictions made this difficult until July show in Ponoka with appys and drinks and live music by Mark Parsons. We were able to host a steak dinner at Cowtown Derby @ Silver Slate which was very well attended (and delicious). We also had a summer BBQ & potluck at WCAS August show hosted by Lorne & Flossie. Awards banquet is taking place next, with live music by Bucking Horse Moon! Please come and celebrate with us.

Motion to approve socials & banquets report by Krystal Meade, seconded by Clint Swales, carried.

Group Discussion:

Dave inquired on our next potential casino date for funding as it was a great source of funding. We explained we're in the que for our next date. Funds rec'd in 2021 need to be spent in 24 months on "eligible expenses" from our approved use of proceeds. We mainly use these funds to cover cattle expenses at major events.

Ian Durrell asked about arena usage in evening at shows (after show hours). Some of the venues we are able to accommodate a practice pen during the show hours, which cuts down on the need to run practices late into the evening. However, some facility rentals are stricter about "after hours" usage, which would be at a significant expense to ARCHA. We do our best to accommodate pre/post show riding by opening arena early and staying open beyond show hours to a reasonable time.

Jo-Ann Miller asked about arena expenses being higher in 2021. Explained that on the financial statement, this year the arena rental included 3 events vs 2020 being only one ARCHA produced show.

Claire MacMillan commented that the board did a great job managing covid restrictions and great payouts this year.

Dave Webster commented on how welcoming ARCHA has been to come and show, and how well directors managed financial responsibilities

Gord Robinson interested to see if ARCHA will be offering NRCHA Step Up class for World Show Qualification in coming year

Ian Durrell, the Team Doctoring at the ABSBF was well received and a lot of fun. Thank you for organizing.

Nomination report and Election of Directors

Electing 7 directors – 6 for 2 year term and 1 for 1 year term to fill vacancies due to resignations.

- Director completing their terms
 - Lorne Bodell
 - Kent Williamson
 - Bart Holowath
 - Randi McCook
 - Tyler Albrecht
 - Keaton Meyer resigned due to personal commitments
Thank you to these directors for your contributions!
- Current nominees:
 - Directors Standing for Re-Election:
 - Bart Holowath
 - Randi McCook
 - Members for Election:
 - Emily Lowe
 - Dave Webster
 - Claire MacMillan
 - Cathy Spencer
 - Matt Gingras
- Request for nominees from the floor
 - Cathy Spencer nominates Corey Davis

Bart Holowath moves nominations cease, Lorne Bodell seconded. Carried.

- Election of the following directors for the 2022 Year:
 - Bart Holowath
 - Randi McCook (1 yr)
 - Emily Lowe
 - Dave Webster
 - Claire Macmillan
 - Cathy Spencer
 - Matt Gingras
 - Corey Davis

New Business

- Office Administrator Position
 - The new board will be looking to contract out the Office Admin role in 2022.
- Upcoming Changes at NRCHA
 - NRCHA has revamped their classifications and members are responsible to be educated in their class eligibilities.

Motion to adjourn by Kent Williamson, seconded by Jonathan Morrison at 2:21pm. Carried.