



**ANNUAL GENERAL MEETING - MINUTES**  
**December 2, 2023 2:00 pm**  
**Heritage Inn, High River Alberta & Via Zoom**

1. Call to order and introduction of Board of Directors at 2:08 pm
2. Minutes of 2022 AGM – available for viewing ([www.cowhorse.ca](http://www.cowhorse.ca))

*Motion to approve Minutes from 2022 AGM by Flossie Bodell, seconded by Melody Andrews. Carried.*

Introduction of Directors: Bart Holowath (president), Matt Gingras, Tyler Albrecht, Jonathan Morrison (Treasurer), Clint Swales (Vice President), Claire MacMillan (Secretary), Corey Davis, Ian Durrell, Randi McCook, Dave Webster, Matt Gingras, Emily Lowe

Members Present: Melody Andrews, Lorne Bodell, Theresa Agar, Flossie Bodell, Clayton Agar, Kent Williamson (Zoom), Carlene Schmidt, Billie Jo Belt, Chelsea Cunningham (Zoom), John Swales, Wayne Fehr, April Lonsberry, Terri Holowath.

**3. President's Report – Bart Holowath**

2023 was another successful year for the ARCHA, the association is in a strong financial position allowing us to invest into our events, including 3 Major Events Cowtown Derby, Canada's Greatest Horseman/Summer Spectacular and Alberta Snaffle Bit Futurity & Derby. These events are funded through sponsorships, stallion auction, donations, and AGLC Casino funds. Overall, we are in a good financial position, allowing the board to invest in events with increased added money and prizes. Changing the business model to self-produced events has allowed ARCHA to assume the financial benefits (and associated risks) allowing for growth. The drawback to this model is that the event production has added a significant amount of work to our volunteers and directors. I can't thank our directors enough for their tireless efforts so that our members have a place to show their horses in Alberta whether it's as part of their living, or as a hobby. I truly believe that our Directors & Volunteers are the key component of the success and longevity of the ARCHA.

As we move through the Directors Reports, the directors will share about some of the finer details of each aspect of producing the annual event.

*Motion to accept report as presented Theresa Agar, seconded by Lorne Bodell. Carried.*

#### **4. Financial Report – Jonathan Morrison**

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Year of year financial results for ARCHA were very similar to 2022 results, there is about \$3000 less in the account at year end. The operating expenses of ARCHA increased slightly due to having a year round administrator.

We saw some increased expenses on the year end banquet/awards as we added additional higher cost prizing due to our current financial position. We also witnessed a significant decrease in sponsorship/fundraising year over year, however the board was very aware of this fact when budgeting and due to this we still managed to end our year with a overall profit of \$9839.

We paid out \$321,417 prize money through our events in 2023, which was an increase of \$34,000 from 2022, plus an additional \$33,000 + In Kind in prizes at our major events.

Total 2023 Revenue for the year was \$616,023.

We expect to continue to reinvest profit back into the club via prize money and awards into 2024 events allowing members to profit from the associations success.

*Motion to approve 2023 Financial Report as presented by Melody Andrews, seconded by Randi McCook. Carried.*

#### **5. Committee Reports & Evaluation of 2023 Year**

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##### **Governance: Claire MacMillan & Corey Davis**

Bylaws were reviewed this spring to ensure that we are operating in compliance on our bylaws, to ensure that we remain eligible to receive AGLG funding for future years. The funding we get from AGLC is a significant portion of our revenue stream and allow us to offset certain operating expenses using these funds. Our Rulebook is also reviewed annually, this year a few minor changes were made to clarify rules for members.

We also reviewed our insurance coverages. ARCHA currently carries two policies; General Liability & Directors/Officers. After a lengthy review, the board feels as if we have the correct coverages to mitigate risk exposure for the ARCHA, it's members and our facilities we host events at. We updated waivers to reduce risks that may arise from non-member activities like the Team Doctoring event at ABSBF.

*Motion to approve governance report by Flossie Bodell, seconded by Billie Jo Belt. Carried.*

##### **Sponsorship: Dave Webster**

The sponsorship committee was successful again in 2023. We had 18 Corporate Sponsors plus event sponsors for each major events Cowtown x 12, Alberta Snaffle Bit x 16, CGH/Summer Spec x 5. Overall there were 12 less sponsors from 2022. Funds were valued at 33 Sponsors contributing up to \$1000, 10 \$1001-\$3000 and 5 \$3000+. Total sponsorship collected \$72,246, of which a large portion was allocated to CGH/Summer Spec.

We continued to see great contribution to our events with gift in kind donations valued at \$8000, these items included prizes, cattle logistics, and time by Trainers for clinics.

*Motion to approve sponsorship report by Dave Webster, seconded by Lorne Bodell.  
Carried.*

**Casino: Billie Jo Belt**

It's been almost a decade since ARCHA first applied for an AGLC casino license. Our first application was denied, and the Board of Directors worked to review our bylaws and after re-applying in 2016 we were approved.

Our casino event in 2023 garnered \$77,000 in funding for the ARCHA. Since receiving our approval, ARCHA has received \$221,500 in funding through the Casino Program over 3 events. In addition to this, our 50/50 & Raffle Revenue does have to follow the same expense criteria guidelines as Casino funds.

AGLC regulates these criteria in the Use of Proceeds document, they also provide great training programs and support to ensure approved associations including ARCHA operate within these guidelines. Continuing to receive funding is quite easy – First, the Board of Directors continues to spend funds according to the AGLC Use Of Proceeds, Second, the ARCHA membership follows the approved bylaws for our organization, and lastly; ARCHA members continue to volunteer at our Casino events.

Thank you to the group of individuals that continue to sign up & show up to our fundraising events. Each event over 2 days require 40 volunteer shifts, the roles for these jobs are monitored by trained advisors, ensuring that the jobs are easy, simple and fun. We also receive free food, travel reimbursement, and possibly watch the sun rise depending on your shift. Our next event is scheduled for Q1 of 2025, so please watch for volunteer opportunities.

*Motion to approve Casino report by Corey Davis, seconded by Claire MacMillan.  
Carried.*

**Stallion Auction: Randi McCook**

In 2023 was once again a huge success, 24 Stallions were Auctioned generating \$27,735 fund from this event are used for the Alberta Snaffle Bit Futurity in Claresholm. We are very thankful for each stallion owner who generously donated breedings to the stallions, as well the mare owners & bidders who chose to purchase breedings through our auction.

There are many auctions available, and we're thrilled that people chose to bid with ARCHA. Our stallion incentive winner in 2023 was Lena Inthe Starlight, which garnered additional incentive funds. Our 2024 Auction will run from December 15, 2023 – January 15, 2024. We additionally have added further incentive funds for offspring owners and stallion owners starting 2024, with a minimum of \$7500 in incentive cash to the highest earning offspring of a donating stallion. With 60% going to the Offspring owner, and 40% going to the Stallion Owner.

*Motion to approve Stallion Auction report by Randi McCook, seconded by Melody Andrews. Carried.*

**Fundraising & Auctions: Claire MacMillan & Corey Davis**

Corey: 50/50 & Trailer Raffle sales closed December 1, and draw will be made at the banquet tonight. Sales opened on June 1, 2023 through the platforms of social media,

our events, and other equine association events we propelled sales. The efforts of the program raised approx. \$29,698 for ARCHA.

Claire: This year we had 2 silent auctions that generated approximately \$3500, plus we will have an additional auction at the Banquet this evening. Thank you to everyone that has donated items to be auctioned through our events.

Lorne Bodell Question: Are the funds generated by the Trailer / 50/50 Raffle governed by the same Use of Proceeds as the Casino? Yes – we have the same spending criteria for these funds.

*Motion to approve Fundraising & Auctions report by Claire MacMillan, seconded by Clint Swales. Carried.*

**Clinics: Randi McCook**

2023 witnessed another very successful mini clinic series. These clinics are a huge part of the fundraising we do each year. These clinics are made possible by the trainers who donate their time for a one-day clinic to share their knowledge and guidance with the public.

On April 7, Clint Swales spent the day at Silver Slate for a Cow Horse 101. Tyler Albrecht followed that up on April 21 in Claresholm for a herd work Clinic. On May 5, we changed it up and Cody McArthur spent the day with a fantastic group of kids for our Youth Clinic at Silver Slate. On June 9th, Vance Kaglea shared his expertise with the crew for a Cow Horse 101 and then we rounded out the year with Dale Clearwater on August 14th after our weekend show, with both clinics held in Claresholm. This group of gentlemen did a fantastic job, and we cannot thank them enough.

This year's clinic series generated a total revenue of \$14,607, and had a total of \$5,970 in expenses, for a total of \$8,637 raised.

We are already looking forward to 2024, and our clinic series details will be released soon!

*Motion to approve Clinic report by Terri Holowath, seconded by April Lonsberry. Carried.*

**Promotion/Social-Media/Website: Emily Lowe**

Social Media continues to be a great tool for the ARCHA board to keep in touch with members throughout 2023. There are multiple avenues that we have been using throughout the year to communicate information on different levels of importance. Mailchimp has been the email system of choice again this year. The board and staff work hard to keep emails to a minimum while ensuring that the information shared through this platform is relevant and important – no one likes spam and ARCHA strives to avoid becoming an organization that over-emails its members.

Our current website is continually being tweaked and updated for ease of use for our members. The club is also very proud of our online entering system which creates ease of use for our members. We are always looking for feedback, so if there is something we can do on the website to make life easier for you, let us know!

Facebook continues to also be a great avenue for communication. It allows the ARCHA to reach a wider network of cowhorse enthusiasts than just those who are in our club. The wider reach makes it a great tool to promote fundraising efforts such as raffles, and

the stallion auction. It also makes for quick and impactful communication regarding important events. On average, our posts reach over 1000 different individuals. Our current following is over 4,600 individuals. Facebook is also a great tool to highlight the accomplishments of our members.

Our usage of Instagram has improved this year as well. ARCHA has begun posting more reels featuring our members on the platform which gives our followers a chance to see our club in action. It's also another great way to highlight the successes of the riders in our club. Our social media committee has also been working to show the "human" side of our club on Instagram through different trends. You may have seen the "Can You Skip?" video that was full of clips taken during ABSF. Our Instagram currently has over 2,000 followers.

The ARCHA looks forward to an exciting year in 2024, and we plan to continually review and improve our ability to fully utilize these platforms.

*Motion to approve social media report by Emily Lowe, seconded by Claire MacMillan. Carried.*

**Shows: Matt Gingras & Tyler Albrecht**

2023 Show recap, 5 weekend shows, 2 schooling shows 1119 runs, and 4 major shows. Significant increase of entries at all the major shows with a total of 963 NRCHA approved runs, increase of 122 runs over 2022. Futurity & Derby entries in 2023 were higher than the last 2 years.

Practice Pens were available at all shows totalling 572 practices. In 2023, we used 1830 hd of cattle at all of our events. Quality of cattle for 2023 seemed to be quite good.

Thank you to Jonathan for taking the lead on sourcing all the required cattle.

*Motion to approve Shows report by Tyler Albrecht, seconded by Corey Davis. Carried.*

**Judges: Clint Swales**

Canadian judges were used for our weekend shows to keep cost downs, and US judges were used for the larger shows. Tried a few new judges. We are still seeing some travel related challenges post covid with cost of travel still being inflated, as well as route and schedule interruptions.

Overall, the group of judges were great to work with, and even with a few challenges due to travel, etc... everyone did arrive on time for their events.

*Motion to approve Judges report by Clint Swales, seconded by Corey Davis. Carried.*

**Youth Scholarship: Corey Davis & Claire MacMillan**

In 2023 The ARCHA saw increased entries throughout the youth classes. Throughout 2023 the youth were very involved in many different ARCHA events, from the opening ceremonies at CGH to bit checking at weekends shows and announcing practice works at the AB SBF. Several of our youth members also helped to sell trailer raffle tickets throughout the year.

The ARCHA would like to continue to support youth involvement in the sport, and moving forward we have many fun learning events planned for the kids to take part in. Starting the year off, we will be hosting a Barn Chat at Spring Haven Ranches with Dr Smith.

In 2023 we increased the youth scholarship amount to 1000\$ which will continue into 2024. We want to thank all of the youth for their eager involvement in ARCHA events and looking forward to helping grow the Cowhorse youth!

*Motion to approve Youth Scholarship report by Claire MacMillan, seconded by Randi McCook. Carried.*

**Awards: Randi McCook**

2023 has been a fantastic year for the Alberta Reined Cow Horse Association. As part of your entry fee at each show, an awards fee is included within each entry fee. Funds collected under this fee, are totaled up, and used for the Year End prizes that will be awarded later this evening.

This year, the association collected \$11,760 for the year ends awards fee. Tonight's awards cost approximately \$18,940. Once again in 2023, we will be recognizing the Top 3 in each class at tonight's banquet. In addition, we have also upped the dollar amounts we spent per class for each of the three awards, which have reflected in the increase in costs.

This year we also put on three major events as part of our ARCHA shows – Cowtown Derby, Summer Spectacular and Alberta Snaffle Bit Futurity. These events, in addition to the great prize money, also awarded \$31,588 worth of prizes to individuals. In year's past, it has been a common theme that awards needed to be a bigger part of the picture for our members. We have tried to listen, and in 2023, more than \$50,000 has been awarded in prizes alone throughout the year. (Just a note, this does not include the Buckle Series that Willow Creek Ag Society puts on) If you have feedback regarding the awards this year, please feel free to contact me.

*Motion to approve Awards Report by Terri Holowath, seconded by Flossie Bodell. Carried.*

**Socials & Banquet: Ian Durell & Jonathan Morrison**

We hosted a number of social events again in 2023 including Cowtown Derby Steak Dinner and Chaps Shootout, WCAS Summer BBQ & Potluck, Happy Hour Bar & Team Doctoring at ASBF, plus we saw a lot of barns gather together to potluck and share time together in the barns and at trailers.

*Motion to approve Socials report by Melody Andrews, seconded by Corey Davis. Carried.*

**Volunteers: Dave Webster**

We had a very challenging but successful year attracting volunteers in 2023. In my 2 years helping with the volunteer committee, I am amazed with the number of people it takes to help run the ARCHA weekend shows and for the 3 major events it takes a small village of people to put these on. We had over 20+ different people help with gate and bit checking at the NRCHA sanctioned events with a lot of the same people always stepping forward to help.

There are so many jobs that people filled from Cattle Helpers, Scribes, Youth programs, Practice Pen Announcers, Office help, Award Presenters, Bartenders for ABSBF and the Cattle Doctoring Event.

On behalf of the ARCHA I would like to thank our “Board of Directors, Membership, Family Members and Friends” that volunteered to help the club in 2023 as without YOU these shows would not be successful.

*Motion to approve Volunteer report by Dave Webster, seconded by Clint Swales.  
Carried.*

## 6. 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.

- Retiring Directors:
  - Directors Retiring: Bart Holowath, Dave Webster, Emily Lowe, Claire MacMillan, Matt Gingras, Corey Davis
- Members for Election
  - Directors Standing for Re-Election
    - Terri Holowath nominates all retiring directors for new terms, with the exception of Emily.
    - Corey declines nomination.
    - All other directors accept nomination.
  - Call for nominees from floor
    - Terri Holowath nominates Melody Andrews as director. Nomination accepted.
    - Wayne Fehr nominates April Lonsberry as director. Nomination accepted.
    - Melody Andrews nominates John Swales as director. Nomination accepted.
- Election
  - Three calls for additional nominations from the floor.
  - Lorne Bodell moves nominations cease. Seconded by Randi McCook. Nominations Carried.
- New Board of Directors for 2024 Year:
  - Bart Holowath, Clint Swales, Jonathan Morrison, Claire MacMillan, Matt Gingras, Randi McCook, Dave Webster, Tyler Albrecht, April Lonsberry, John Swales, Melody Andrews

## 7. Member Feedback & Discussion

- a. Carlene offered feedback on the year saying she enjoyed the shows, and was a good mix of schooling, weekend, and major events.
- b. Discussion regarding the option to start practice works earlier on Friday's at weekend shows so night wraps up sooner. Thoughts of offering an early session for those who can attend and a later session for those that may be coming from work and can not be there early evening.
- c. Billie Jo is interested to learn of the rationale behind Schooling Shows offering year end points, as it seems to detract from “schooling”
  - i. Various directors commented that this was offered as a way to encourage participation as member feedback had shown that people would not generally attend if points were not offered.

8. New Business
  - a. Motion by Terri Holowath to change Fiscal Year End to September 30<sup>th</sup>.  
Seconded by Corey Davis. Carried.
9. Motion to adjourn at 3:22 pm by Randi McCook. Seconded by Tyler Albrecht.  
Carried.
10. Gathering of New Board Members to establish Executive & Areas of focus held  
immediately following adjournment