

NORTH DAKOTA RODEO ASSOCIATION

Annual Meeting Agenda

Saturday November 12th 2022, Cowboy Hall of Fame, Medora
9 am MT

In attendance: Colten Herbert, Chuck Christman, Brenden Brinkman, Kyle Abrahamson, Tanner Wznick, Chris Arnold, Tim Jorgenson, David Drader, Jim Graven, Brandi White, Libby Bateman (proxy for Jessie Pfaff), Cauy Gunderson, Steve Waagen, Patrick Monson, Scott Kleemann, Nate Horner, Michelle Rotenberger
Guests: Derrick Bulawa (BEK-TV), Brandon Padilla & Curt Teigen (Devils Lake committee), Kelly Abrahamson

- I. Call to order
- II. Approval of Meeting Minutes: January 22nd meeting Chuck moved, Scott 2nd AIF, August meeting David moved, Chris 2nd, AIF
- III. Secretary's Report
- IV. Treasurer's Report: David moved, Chuck 2nd, AIF
- V. Marketing Director Report – Sara: prices of buckles went up. Everything was covered. Has already been reached out to about additional sponsor money.
- VI. Old Business
 - a) BEK TV – Guest Derrick Bulawa 1. BEK would like to be the exclusive TV sponsor of the NDRA Rodeo Series. 2. BEK would like to broadcast 12 events, and it can grow as the product develops 3. BEK would need to work on the locations and dates that provide the best product 4. Each event would need to be organized much like the NDRA finals 5. BEK would provide a sponsorship fee consisting of \$5000 or 30% gross BEK sponsorship sales per event, whichever is greater 6. BEK would like some portion of the sponsorship fee to go towards prize money to attract more and better riders. (From email correspondence with President Horner)

Mr. Bulawa said they would have live broadcasters and interviews. BEK cooperates with other local broadcast stations that may have an interview in their service area. David asked if we would have a little input on the commentators as that will make or break a rodeo broadcast. Mr. Bulawa agreed that they would have to have someone experienced and with knowledge of rodeo. Tim asked if the rodeo committee would retain their own sponsorship money and BEK would get their own. Mr. B said they would get the committees list of sponsors and they would stay away from them. If the committee has a sponsor that wants to support the rodeo and also wants to sponsor the broadcast, the committee would get a % for the upscale. Chuck asked about the 12 rodeos a year and if it would be possible to start smaller. Mr. B expressed the importance of doing multiple events to get the most viewership and to show the sport of rodeo

in the best light. David asked about rodeos that overlap, what would they do there. Mr. B said they have the ability to put them on up to 4 different channels. Nate explained the difference between a slack and a performance. Are they looking to just air the performance or slack also. Mr. B said that might be a case where they record the slack and then break it down. Kelly A asked how it would work with DARN TV as they have done some of their rodeo's. Mr. B doesn't see a problem with working with a streaming product like that. Kelly A asked about the banners for the sponsors BEK has. Mr. B said they would figure it out. Nate asked about the commitment. Mr. B would like a 5-year commitment. Brandon asked if the NDRA picked the 12 rodeos and a committee didn't feel comfortable doing it then what. Nate said we would have to have a lot of discussions with the committees right away. Nate also discussed with Sara about the marketing side as she would have an opportunity for more revenue. Nate also has concerns about who is going to spend the extra time to work with BEK broadcasting. Scott made the comments that the \$5000 would go a long way with the committees to make improvements, hire more help, donate to the 4H club etc. Scott mentioned that someone like Tisa Peek would help BEK, protect the association, make the connections. Kelly A would like to make sure that we have a pretty concrete game plan so that we don't have a disaster broadcast. David asked about fiber optics etc. to the arenas. Mr. B said they approach the companies for help. Electric doesn't have that. He said they can bring the power if need be. Kelly asked if BEK would have a "wish" list of things they need to have. Nate said we would have to go sit down with the committees. Mr. B if an animal is injured the director/producer will pull the camera. If the rodeo goes long (over the 2.5 hours) he can push the next show because they are locally owned. Jim G asked about the \$5000 sponsorship, is it \$5000 per performance. Nate said it is per event. Mr. B said in the case of it being two separate rodeos (even in the same town) then he would need to know that so he sold his advertising accordingly. Tim J said that this can be a win-win as long as the sponsors stay separate, it makes the committees be better and promotes the NDRA. David asked how things are done now since they have done the HS games, is there a time where they don't need the liaison? Mr. B says they work with the schools for season games but the NDHSAA for playoff games. Kelly A asked who owns the rights to the broadcast. Mr. B said the NDRA still owns the rights. Chris asked if this is Live. Mr. B said if there is fiber and/or adequate cell options it would be Live. If it isn't adequate for the service feed, then it will be produced and played a few days later. It could possibly be played several times over the summer, then replayed again in the winter to build up the beginning of the next season. Scott made a motion to move forward with reaching out to the committees to pursue the BEK-TV broadcasting, sit down with BEK-TV to finish a contract agreeable with the association and then take that contract to attorneys to assess validity. Brandi 2nd. Additional discussion: Will they be happy with 10 rodeos? Clarify the word "event" or "performance". Have an exit clause. Take out the line saying part of the \$5000 being used as added money. All in Favor.

- b) Finals Wrap Up -Tim Felt they had a good final this year. Couple suggestions: WC would like to have stock there at least two hours before the performance. They had a lot of comments on the broadcast and that it helped having some knowledgeable individuals involved. Tim wants the NDRA to be careful about making general rules for the finals. We need an exit in case there is a change. There is a finals ground rule list

for a reason that we discuss at the finals meeting. Nate talked to Stan as he is an asset as the arena director. Long story short, a little better communication about when the cattle are run through and open arena times, help etc.

- c) How Invitees were Handled at Finals – Michelle Just let the board know that she did charge the invitees for a card before they entered the finals.
- d) Any Other Old Business

VII. New business

- a) 1st Reading Rule Changes – See attached
- b) Approve WPRA Breakaway Roping & Rope for the Crown – Brandi: Calby Hanson will compete at the Rope for the Crown 2022. Scott moved, Chris 2nd, AIF
- c) Approve 2023 Judges List – Chuck: All have attended a clinic. Some have not judge but are trained and want to. Scott moved to approve, Tim 2nd, AIF
- d) Optional Event – Steve: Interest in ranch bronc riding. Rulebook says committee can have up to two optional events.
- e) Rodeo of the Year Criteria – Nate Top 15 Contestants who qualify for the finals will vote and the top 5 rodeos receiving votes will be brought to the NDRA Board of Directors which will discuss and vote to elect a winner.
 - Criteria has been established
 - o Facility
 - Were any improvements made?
 - Is the arena safe and fair to compete in?
 - Was an effort made to do everything possible to make the rodeo grounds welcoming to fans and contestants.
 - o Committee
 - Was there enough help to run the slack or performance efficiently?
 - Were the committee members helpful and friendly?
 - Was the rodeo office organized and were draw sheets posted?
 - Was there any hospitality offered to personnel or contestants?
 - How much money was added to each event?
 - What was the relationship between the added money and the gate fee?
 - o Rodeo
 - Did the hired personnel do a good job?
 - Did slack and performance start at the times that were advertised?
 - Was the rodeo entertaining?

Tim would like to see a scoring sheet where they mark all rodeo's 1-5 with a comment box.

- f) Buddy Groups – Michelle: How to handle this. Consensus to keep using my discretion. Nate wanted the board to be aware of issues and check with Michelle to help solve questions & concerns.
- g) Finals – Tanner & Chris: Would like to see the finals be 3 days. Different ideas: Estimated NDRA Expense 2 rounds \$21000, Expense 3 rounds \$30000. Added money would have to increase, currently MCCA \$25,000 & NDRA \$10,000. Make the finals average more of a show with three head? Could we make the rounds worth more points so that guys lower in the standings have a chance at winning the year end?
- h) Changes to Rodeo's after approved – Michelle: if we aren't breaking a rule, then we can go it. If changes are made after approval, please let Michelle know.
- i) Director/Contractor/Contestant Finals Coats – Sara: If you are a director or contractor & a contestant, they get one coat. If you are in two events, they get two coats. Continue to do the same going forward.
- j) Marketing % - Sara: New money 25%, Maintaining current sponsorship money 15%, Caring for other people's money collected 5%. Scott made a motion that this will be what the sponsorship manager gets paid and will be reviewed on an annual basis, Chuck 2nd, AIF
- k) Any Other New Business – Saddles: Brandi has been reached out to about why Sloan was taken off the table. Nate said Jackie didn't want to work with them. Tesky's were the base price saddle from Leanin Pole. Billadeau sells Double J. Gjermundson thinks we can get a bulk price for Sloan's.
- l) Election of Officers & Board of Directors
- Bareback (Clay Jorgenson is resigned) Tim appoints Cole Gerhardt (1 year term) AIF
 - Saddle Bronc (currently Elliot Rognlien) Cuay nominated Logan Nielson. Chuck moved to cast unanimous ballot. AIF
 - Tie Down (currently Tanner Wznick) Chris 1st, Scott 2nd, Un Kelly, Colten 2nd AIF
 - Team Roping Heeler (currently Patrick Monson) Tanner nominated Patrick, Brandi nominated Chase Peterson. Chase is new director.
 - Ladies Barrels (currently Jackie Schau)
 - Stock Contractor Director (currently Cauy Gunderson) Jim G 1st, Brandi 2nd, Chuck Un, Jim G 2nd, AIF
 - Contract Acts Rep (Currently Marty Heid) Kyle 1st, Jim G 2nd, David Un, Scott 2nd, AIF

- Area #1 (currently Brandi White) Brandi nominates Jessica Magilke, David nominates Brandon Padilla, Jessica is new director.
- Area #2 (currently David Drader) Brenden 1st, Brandi 2nd, Un Jim G, Colten 2nd, AIF
- Area #3 (currently Jim Graven) Brenden 1st, Tim 2nd, Un Scott, Colten 2nd, AIF
- Area #4 (currently Jim Hystad) Brandi nominated Brandon, Tanner 2nd, Un Chuck, Jim G 2nd, AIF
- President (currently Nate Horner) Chris 1st, Jim 2nd, Un Scott, 2nd Jim, AIF
- Vice President (currently Scott Kleemann) Chris 2nd, Brenden 2nd, Un Jim, Colten 2nd, AIF

m) Executive Session Review of Executive Secretary, Central Entry & Marketing Director

n) Donation for NDRA to give donation to Cowboy Hall of Fame: Brandi motioned to donate \$200 in thanks to use their facility, Colton 2nd, AIF

VIII. Adjournment

Chris made motion to adjourn, Brenden seconded, AIF