

**Greater Palm Springs Rodeo Corporation, Inc. (GPSC)**

**Executive - Board of Directors Meeting**

Thursday, February 15, 2018

6:00 pm

The Center, 1301 N. Palm Canyon Drive, Palm Springs, CA 92264

**AGENDA**

- I. Call to Order & Roll Call
- II. Approve Minutes
  - Approve minutes from February 15, 2018 Board of Directors Meeting
- III. Officer Reports
  - President's Report – *Ken S*
  - Vice President of Administration's Report – *Buck B.*
  - Vice President of Rodeo Operations Report –
  - Secretary – *Terry R*
  - Treasurer – *Gregg H*
- IV. Standing Committee Reports
  - Membership Committee – *Terry R.*
  - Fundraising Committee – *Royalty/VP Admin*
  - Branding & Communications Committee – *Jeff R.*
  - Education Committee –
  - Bylaws and Standing Rules Committee – *Terry R.*
  - Nominating Committee – *Gregg H.*
  - Royalty Committee – *Jim A. / DJ B.*
  - Rodeo Committee – *Buck B. & Terry R.*
  - Dance Committee – *Buck B.*
  - Merchandise Committee – *Del H.*
- V. Ad Hoc Reports
  - GSGRA Trustee to IGRA – *Steve G.*
- VI. Continuing Chapter/Association Business
  -
- VII. New Chapter/Association Business
  -

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VIII. Announcements *(Dates & Times Subject to Change)*

**GPSRC BOD Meeting, Wednesday, March 14, 2018 6PM**

GPSRC Membership Meeting, Wednesday, March 14, 2018 7PM

Chill Country Dance, Thursday, March 15, 2018 7:30PM

St. Patrick's Day Beer Bust, Tool Shed, Saturday, March 17, 2018 9PM

**2018 HOT RODEO Production Meeting, Wednesday, March 21, 2018 7PM**

Dinah Shore Weekend, Palm Springs, CA March 29-April 1, 2018

Cowboy Auction, Tool Shed, Saturday, March 24, 2018 8PM

Cathedral City LGBT Days, March 31-April 1, 2018

**2018 HOT RODEO Production Meeting, Wednesday, April 4, 2018 6PM**

TGRA – A Texas Tradition Rodeo, Denton, TX, April 6-8, 2018

2018 HOT RODEO Pre-registration opens, Saturday, April 7, 2018

**GPSRC BOD Meeting, Tuesday, April 17, 2018 7PM**

GPSRC Membership Meeting, Thursday, April 19, 2018 7PM

Chill Country Dance, Thursday, April 19, 2018 7:30PM

2018 HOT RODEO Pre-Registration Closes, Friday, April 27, 2018

White Party, Palm Springs, CA April 27-29, 2018

2018 HOT RODEO Promotional Night, Trunk's Bar Cathedral City, Saturday, April 28, 2018

**2018 HOT RODEO Production Meeting, Wednesday, May 2, 2018 6PM**

Rodeo Promotion w/Brian Scott at Streetbar, Thursday, May 3, 2018 7PM

**HOT RODEO WEEKEND – MAY 10-13, 2018**

**GPSRC BOD Meeting, Tuesday, May 15, 2018 7PM**

GPSRC Membership Meeting, Thursday, May 17, 2018 7PM

2017/2018 Hot Rodeo Royalty Step-down and 2019 Hot Rodeo Royalty Crowning, Friday,  
May 25, 2018

**GPSRC BOD Meeting, Tuesday, June 19, 2018 7PM**

Chill Country Dance, Thursday, June 21 2018 7:30PM

Annual GPSRC Membership Meeting & Officer Elections, Thursday, June 21, 2018 7PM

IX. Adjourn

Greater Palm Springs Rodeo Corporation, Inc. (GPSC)

**Board Meeting Minutes**

February 15, 2018

The Center – 1301 N. Palm Canyon Drive, Palm Springs, CA 92262

- I. Call to Order & Roll Call
  - Call to order at 6:03pm
  - Officers present: Buck B. Greg H. Terry R. Ken S.
  - Other members present: Del H. Truck D. Sammy V.
  
- II. Approve Minutes from December 21, 2017 Board of Directors Meeting
  - Ken S. First, Buck B. second the motion, all agree. Minutes pass.
  
- III. Officer Reports
  - A. President's Report – Ken S.
    - Defer to committee.
  - B. VP Administration – Buck B.
    - See attached VP Admin. Report.
  - C. VP Rodeo Operations Report – Vacant
    - Nothing to report.
  - D. Secretary Report – Terry R.
    - All reports are current with GSGRA.
  - E. Treasurer Report – Gregg H.
    - Operating Account Balance: \$8,821.16
    - Production Account Balance: \$16,340.42
    - Money Market Account Balance: \$19,277.21
    - All reports are current with GSGRA.
  
- IV. Standing Committee Reports
  - A. Membership Committee – Terry R.
    - Current GPSC Membership is at 65 according to GSGRA records as of 2/1/18.
    - There are a number of memberships expiring at the end of the month and will send out an email reminder to renew.
  - B. Fundraising Committee – Royalty/VP Admin
    - See attached VP Admin. Report.
  - C. Branding & Communications Committee – Jeff R.
    - Nothing to report.
  - D. Education Committee – Open
    - Nothing to report.
  - E. Bylaws & Standing Rules Committee – Terry R.
    - Nothing to report.
  - F. Nominating Committee – Greg H.
    - Nothing to report.
  - G. Royalty Committee – Jim A, DJ B.
    - See attached VP Admin. Report.

**Board Meeting Minutes**

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H. Rodeo Committee – Buck B., Terry R.

Next rodeo production meeting is March 7, 2018.

Planning is going well, need members to follow up on past sponsors for possible inclusion in HR 2018.

I. Dance Committee – Buck B.

Next dance at Chill Bar is Thursday, February 22<sup>nd</sup>.

J. Merchandise Committee – Del H.

See attached Merchandise report from Del H.

V. Ad Hoc Reports

A. GSGRA Trustee to IGRA: Report/Updates – Steve G.

Nothing to report.

VI. Continuing Business

Need to elect or appoint remaining 2018 Chapter Reps and Alts to GSGRA since two current reps are now on the BOD of GSGRA.

VII. New Business

No new business

VIII. Announcements

No new announcements.

IX. Adjourn

Greg H. first, Buck B. second, motion carried.

Meeting adjourned at 7:01 pm.

Note to: President, GPSRC  
Cc: Secretary, GPSRC  
From: Vice President - Administration

Date: Feb. 15, 2018

Subj: VPA Report

The following is submitted from my three areas of general overview:

**Fundraising:**

Proceeds from January dance: \$661 (\$521 at door plus \$140 raffle)  
Proceeds from Trunks event: \$258  
Proceeds from Chili Cook-off: \$396  
Men's Pole Bending Buckle: \$355

Truck Dyal will provide details on phenomenal success at Beer Bust hosted last weekend at Tool Shed. He also will brief board on dynamic Fundraising Program he has developed.

Next fundraising event is Country Dance this coming Thursday, Feb. 22<sup>nd</sup> at Chill. Revenue from these and all future fundraising activity through mid-May for the benefit of Palm Springs Hot Rodeo.

**Merchandise:**

"Rodeo like the Good Ol' Days" slogan abandoned at meeting Feb. 7<sup>th</sup> coincident to change in rodeo production leadership. Del Hoover briefed on preference for contemporary or forward thinking graphics and imagery. He will report on his progress with developing a Hot Rodeo T-shirt and ball cap during Merchandise segment of today's meeting.

**Royalty:**

Meeting held Feb. 1<sup>st</sup> to discuss current state of Royalty and set a timeline to develop a comprehensive Royalty program for 2018 and beyond. Christopher Durbin designated team leader in this endeavor. March 8<sup>th</sup> confirmed for Royalty Roundtable intended to be launching point for new Royalty initiative. May 18<sup>th</sup> confirmed as date for Royalty Competition, Step-down, and Crowning of 2019 Royalty team.

In addition, an organizational meeting with official photographers was held Jan 31<sup>st</sup>. Six were in attendance. Group reviewed techniques and explored possibility of team shooting. Matter of drones was raised. 2018 photography team expected to be 6-7 persons.

\* \* \*

**Sponsorships:** Following Truck's presentation at rodeo production meeting last week, I contacted Jeff Yount and Ric Roberts with good results.

I apologize to the board I was unable to attend its last scheduled meeting, January 18<sup>th</sup>.

I thank the board of directors for the opportunity to serve as an alternate at the Golden State Gay Rodeo Association convention in January.

Greater Palm Spring Rodeo Corporation  
Board of Directors' Meeting  
Thursday, February 15, 2018

**Merchandise**

1. **Rodeo Tee-Shirts** - For the 2018 Rodeo I recommend we use last year's design on a black tee-shirt. Based on feedback from some consumers and rodeo goers, we *should* include the year 2018. Additionally, we could add items, such as lettering on the back, based on the desires of the group.

We have an inventory of the following rodeo tees for 2015:

- 19 XL
- 2 - 2XL
- 1 3XL

We have an inventory for the following rodeo tees for 2017:

- 9 XL in Red
- 3 XL in Blue

Based on previous year's sales, we need to order more smaller sizes and fewer larger sizes. Our order might look something like this:

M - 20  
L - 45  
XL - 20  
XXL - 10  
XXXL - 5

Our costs last year were:

\$7/unit on M through XL  
\$8/unit on XXL  
\$9/unit on XXL through XXXL

2. **Ranch Hand Tees** - I recommend we use last year's design using black lettering and include the year.

We have an inventory of the following ranch hand tees for 2017:

- 1 L in White

3. **Tee-Shirts in Storage** - I would like to request obtaining tee-shirts from past rodeos that are boxed in our storage unit. I will launder those and offer them at reduced prices. I need guidance from the board regarding the sale price for all older tees.
4. **Rodeo Ball Caps** - These were quick selling items last year. I propose we go with black and use the "medallion" sun burst logo. This is a desire that has been voiced by a few other members. We currently have an inventory of 0 caps. Desert Promotions produces those at about \$9/cap.
5. **3 ½ x 4 Embroidered Chapter Patches** - I have an inventory of 3. I believe the selling price is \$10/unit.

**Other Items Unrelated to Merchandise:**

1. **Bucking Around** - I have received coupons for the contestant bags. I would like to offer Denise a 50% reduction in vendor space at the rodeo.
2. **Tents** - This is an interesting subject regarding requirements. When I press for a Code of California citation, I receive "guidance on administrative rules" or a document that is from "the book". It is unclear whose book they are from. In general, the body of literature suggests there are requirements for safety equipment. I am told by our rodeo security expert that we can provide our own signs and fire extinguishers\*. I have prepared a handout comparing actual 2017 prices with proposed 2018 prices that gives the board a clear comparison.