

ANRS & Rodeo Exes
Minutes from April 23, 2010

Board Present:

Rush
Ryon (via teleconference)
Bill
Daila
Drew (via teleconference)
Henry (via teleconference)
Michelle (via teleconference)

Board Absent:

Melissa
Les
Pat
Tom
Wiley

ADMINISTRATIVE – Bill started the meeting covering various Administrative items

- Federal Income Tax Return has been filed – a copy of the completed return and a cash flow from 2009 is available on the web site on the Donors page.
- Bill submitted reimbursement requests for software expense – Rush approved. Rush will be submitting receipts for mailing expenses (for E-Store).
- There was a discussion on moving the money from the mutual fund account to the University since the mutual fund was doing less than the market. The idea was generally well received from those who commented. It was decided that we would wait and see how the Private Support Organization request is received by the University and how the Association is received by Dr. Maesta at the summer membership meeting.
- The newsletter was mailed on the 19th to approximately 450 members/donors/former members. Thanks to Daila and Michelle for their contributions to the newsletter. There was an error in acknowledging all of the Anna Johnson Memorial donations – Bill issued an email correction and mailed a corrected page to all of the Johnson donors and to the family. There are also two notations of corrections on the website pertaining to this matter.
- Since last year's Reunion – we have mailed 75 General Donation Acknowledgements, 35 Memorial Donation acknowledgements, and 425 notices to the families of a memorial donation, approximately 800 membership renewal requests and 15 complimentary memberships (recent graduates). NOTE: We will need help this year in sending these reminders! Michelle suggested that we plan on a "fluff and stuff" meeting to correspond with camp meeting so folks can come in to help and combine the trip.
- We discussed doing a capital one branded credit card offer where the Association gets some cash back. It was decided that Bill will follow up and get some additional details before the Board decides on some action on this. **NOTE: Since the meeting, Bill has already gotten this information and it is attached. Bill recommends that the Board make a decision ASAP – if we choose to do this, we could incorporate it into our Marketing campaign.**
- We received a letter from Dr. Maestas dated 12-10-09 stating that he is in receipt of the Private Support Organization request and has forwarded it to the Vice Chancellor. No other contact has been received. It was discussed that we may not hear anything until the summer meeting when Maesta is asked to speak to us.
- It was decided that we will offer a discounted membership fee of \$10 to anyone with a current SR ID. Bill has communicate this to the university (I sent everyone a copy) to see if they will disseminate the information.
- The membership list emailed in early March was discussed – all Board members are asked to review this and inform Bill of any corrections, additions, deletions – death's – divorces?
- Bill sent a request to Steve Lang to see if he could prepare an article that could be put into the Skyline – he will follow up with Steve with the information regarding the discounted memberships. Note: I also sent Steve the \$10 membership flyer.
- The Reunion information has been included on the events calendar of the Alpine Chamber of Commerce.
- The Rodeo Queen had questioned us about working with them for a Cowboy Christmas Ball. The Board suggested that Bill let the Queen know that if they want to submit a Business Plan/Proposal that the Association will consider co-sponsoring the event in a gesture of good will. **NOTE: Bill has sent this information on to Hannah since the meeting and forwarded on her reply.**
- The board decided to continue handling the election as we have done previously?

- We have 4 Board positions up this year – Tom, Drew, Daila and Henry. Henry indicated that he would run again – no commitment from the others yet.
- It was decided that a Hall of Fame would be held in connection with the 2011 Reunion. We will begin soliciting nominations now with a deadline of 1-15-2011.
- Bill reminded the Board that we are still in need of Hall of Fame write-ups for Clay Cade and Guy Allen.
- Bill and Michelle requested any recommendations/feedback/ideas for changes, additions, deletions to the Website or Facebook? Contributions would be greatly appreciated (especially Alpine news that might be of interest to our members)!
- Facebook has over 400 friends.

MARKETING CAMPAIGN

- When we discussed reduced membership rates with a current SR ID Card and the number of “friends” that we have on Facebook who are not paid members – came up with a “Pay in May” campaign where you can receive a 10% discount (\$5) off your membership if you pay it by May 31st via PayPal. This will hopefully encourage folks to go to the Website E-Store and will hopefully cause them to buy some of the other merchandise. This went “on line” 4-27 – therefore, **it is important that we move on the merchandise as soon as possible.**

REUNION – General

- Merchandise: The following decisions regarding merchandise were assigned:
 - Daila: Will get Polo Shirts, T-Shirts, Hoodies, ink pens, thumb drives
 - Melissa: Will get Carhart jackets (these will be made up as they are ordered)
 - Rush: Will get Caps and Visors.
- Bill got quotes on buckles from Tres Rios and Broken Arrow. It was pretty much agreed that we would order buckles from both sources this year. In addition to the Poker, Goat, Breakaway, Ribbon, Exes (2), Family (2), and Golf (4) buckles, we will also do raffle, live auction and silent auction buckles.
- Rush will make up Membership Cards – we’ll need some very soon since graduation is coming up and we will need them to send to the graduating students.
- Daila will get new Membership Stickers.
- A postcard reminder about the reunion will be mailed by the 1st of July to all members for the past two years.
- A suggestion was made to inform members of the Alpine Cowboy Church for services on Sunday.
- Rush will get a new Board Member shirt for Michelle and Tom. Anyone else need a shirt?
- Steve Gist’s trophy saddle deal was not mentioned in the newsletter. Rush will visit with Steve regarding the saddle.
- Michelle will contact Alpine motels for discounts and Rush will be contacting restaurants. We may need some of the Alpine Board to follow up. It would be good to advertise these “deals” on the website and postcard ASAP.
- It was discussed that even though Golfers have historically gotten something “extra” that there is not a need at this time to provide any extras to poker and/or roping contestants?
- **NOT DISCUSSED:** Reunion All Around – will we do this again? If so, what do we award?

REUNION – Fundraising (Daila)

1. Cash Donations
 - a. Rush has some proposals for changes in the tier structures – possibly increasing the number of dance tickets with increased donations, possibly a buckle for \$1,000 and up – any other changes??? **RUSH is working on revised tiers**
Who has the sponsor banners? Are they still in ok condition?
- **NOT DISCUSSED:** Pinon application
 - **NOT DISCUSSED:** SandRidge request
 - **NOT DISCUSSED:** What corporate donors should we solicit?
 - **NOT DISCUSSED:** We should get a banner for JMB Land Company for last year’s donation.
 - It was discussed that last year the Ranch Rodeo started soliciting before us – let’s try and be in front this year. The newsletter went to donors for the past two years – so they should be aware that you are “on your way”.

- The donation literature on the website is updated. If we decide on new tiers, we'll make those changes as well.
- Daila will be contacting members soon – please coordinate your efforts and contacts with Daila. We would like to begin recognizing sponsors on the website ASAP – this includes silent auction and live auction folks too!

REUNION – Social at Crystal at 6:30 (Les & Melissa)

- We will be doing a supper and socializing – similar to last year.
- **NOT DISCUSSED:** Will we offer free beer again? Can/should we solicit donation/contribution from the local distributor?
- Daila will try and get supplies donated from WalMart again and will communicate this to Les and Melissa.
- We will see if the SR Alumni Association or the bookstore will donate some giveaway items.

REUNION – Poker: Friday at social and Saturday at 2:30 at the Civic Center (Rush)

- We need to order a chip set and cards.
- Prices: Friday \$20 entry and \$20 buy back through the third round. This is a fundraiser tournament with no pay backs. It is open to everyone – you do not need to be a member. Saturday \$50 entry and \$25 buyback through the third round. Winner will receive a buckle and 2nd place will receive a chip set.

REUNION – Roping (Ryon)

- Dr. LaBaume has offered to assist in anything with the roping.
- Ryon reports that the arena is reserved.
- Melissa has a friend that will serve food at the Roping.
- It was suggested that we sell merchandise right before and after the business meeting at the arena. Daila volunteered to “man the booth” but will probably need some assistance.
- **NOT DISCUSSED:** What should the prizes be for the Youth Events? How about the Ribbon Roping runner? **NOTE: We already have a \$50 Saddle Shop gift certificate for Youth Goat Roping and Youth Breakaway (not dated) and one knife that could be used for the ribbon roping runner.**
- **NOT DISCUSSED:** Will we do a breast collar for All Around Again? Will we award a breast collar to barrel race winner?
- **NOT DISCUSSED:** Events, Rules and Prices? Ryon – via Melissa stated that all of the events, rules, and prices were the same except the Family Roping and that they would be coming soon.
- Ryon has the balance under control.

REUNION – Dance: Civic Center at 9:00 (?)

- Drew and Wiley are in charge of looking at bands and reporting back. Drew wasn't aware of this. No decision has been made yet. ***IT IS IMPORTANT THAT WE DECIDE AND BOOK A BAND ASAP. Michelle indicated that she did have some contacts with some different bands and would be willing to assist if needed.***
- We have a live auction and silent auction.
- **NOT DISCUSSED:** Live Auction to begin at approximately _____.
- It was discussed that we might want to also sell merchandise at the Dance for an hour or so. We'll need a couple of volunteers.
- We need to arrange for a person to work the door.
- **NOT DISCUSSED:** A suggestion from the last meeting was to give dance tickets to RAS faculty so they might help recruit.
- **NOT DISCUSSED:** The Association should not be listed on the Marquee.
- **NOT DISCUSSED:** Price
- **NOT DISCUSSED:** Solicit the beer vendor for a discount or donation?

REUNION – Golf @ 8 AM (Rush)

- Golf Course has been reserved.
- Rush will prepare a detailed listing of the rules to be published on the website. **NEED ASAP PLEASE.**
- \$75

Rush will be advising of the next meeting soon – we need to nail down some details pretty quick.