

**Friends of Horseshoe Park
Board Meeting
July 18 , 2018**

- Board Call to Order
- Jon Wootten, Brook Thomas, Cheyenne Barcala, John Flores, Erica Jorgensen, Dru Alberti, Byron Kimball, Rich Robertson, Myrna Flores, Patti Garbe

Minutes

Motion to accept minutes by Karen Crooks 2nd Brook Thomas. Passed

Treasurer's Report

June (tabled)	July
CIP = \$90,940.00	CIP = \$90,940.00
OPS = \$11,163.60	OPS = \$9,713..60
Queen = \$4574.07	Queen = \$4574.07
RnB = \$16,405.22	RnB = \$212.89

\$1300.00 was transferred from the OPS account to the RnB account.

Motion to accept all minutes by Karen Crooks. 2nd by Byron Kimball. Passed

Old Board Business

1. CIP Status
 - a. We still need almost \$4000 in matching funds
 - b. Tim working on design
 - c. Unknown when start date
2. RnB 2018 Payback
 - a. Check given to HPEC
3. By-Law Review
 - a. Tabled
4. AzTec Award
 - a. Erica working on it - Video and T-shirt
5. Youth Committee
 - a. Meeting went well. Approx 23 youth on committee
 - b. Payson - Aprpox 15 youth to volunteer
 - c. Shirts/Sponsor - Looking
 - d. NFR Convention/Fundraising - Need names by end of August

New Board Business

1. What is our profit goal? Dollar amount or percentage of something?
 - a. Expenses went up \$7,000
 - b. Revenue went up \$7,000
 - c. Profit for 2019
 - i. Profit goal \$20,000.00

- d. Set a goal of what we are looking to do with the money in 2020
 - i. FYI - HPEC Arena #3 does not have many amenities
- 2. Revenue brainstorming and selection of best options for further consideration
 - a. Dru's Proposal - Approved
 - i. Calendars - Proposal 1
 - ii. Dont sell until after Nov
 - iii. Proposed profit of \$2500.00?
 - b. Family Rodeo - Free?
 - i. \$2500/cash - \$1,000 in prizes - Pet Club
 - ii. May loose
 - c. Add another perf
 - i. Thurs night or Sat am
 - ii. Add more expenses
 - d. Jr Rodeo
 - i. Friday during
 - e. Charging kids for sheep
 - i. Everyone else charges
 - ii. Give sheep guy a %
 - iii. Pay for mutton bustin only
 - iv. Do before the perfs
 - v. 100-200 participants
 - vi. Add to other nights
 - vii. Do remove from Kids N Kritters
 - viii. Maybe additional sheep costs
 - f. Increase ticket prices- Approved
 - i. 2016 last time we increased
 - ii. Box increase \$1.00 to to \$25.00
 - iii. General increase .50 to \$16.50
 - iv. Children increase .50 to \$.7.50
 - v. Family Pack increase \$2.00 to \$42.00
 - vi. Possible increase \$2,000.00 in revenue
 - g. Reduce comp tickets
 - i. Less than 10% return
 - ii. Keep as is
 - h. Increase power charge to vendors - Approved
 - i. We charge \$75.00 and \$150.00 for 24 hr power
 - ii. Increase \$25.00 - Increase \$700.00 in revenue
 - iii. Increase as a combination of vendor fees and electricity
 - i. Charge each SKR kids (not just those arriving in personal cars)
 - i. Now worth changing
 - j. Parking fee - Approved
 - i. Pay closer attention to parking will increase revenue
 - ii. Others pay - queens, sorters, mounted shooters

- iii. Possible \$1,000 increase
- k. Charge competitors for parking
 - i. Not worth losing or up setting competitors
- l. Purchase sheep, then resell (Heart Cry model)
 - i. Auction purchase sheep before event
- m. Start selling merchandise in fall
- n. Add dance to Sunday
 - i. No
- o. RFID wristbands/scanners -Approved**
- p. Value Book- Approved**
- q. Increase Rodeo 101 costs
 - i. Currently \$5.00/per person
 - ii. Limit is 10-15 people
 - iii. Should not move the timing
 - iv. No worth changing
- r. Mounted Shooters - Approved**
 - i. Should pay to use arena
 - ii. \$1000.00
- s. Sell hospitality tent time for sponsors
- t. Additional "free" activities to bring more folks in (Parking Revenue Increase), also this would have an affect on our vendors, longer people stay more likely they are to eat or buy goods/services (the more people we have at our event, the easier it is to get vendors)
 - i. Strolling players all weekend long
 - ii. *Think Renaissance festival here but with a Western flavor, folks work for tips, perhaps could have a "staging" prop area where these individuals could charge for photos
 - iii. Utilize Entertainment Stage Friday afternoon and all day Sunday
 - 1. *Battle of the Bands and/or Queen Creeks Got Talent - Could charge fee to enter (nominal, \$25 per person), would need to fund prizes
 - iv. *Is there unused time on Saturday after Molly is finished and the band has to set up? If so, fill that time as well (4-6pm)
 - v. Saturday morning until 4 - "sell" the second covered arena to a clinician or activity
- u. Carnival - Approved**
 - i. Use RFID wristbands
 - ii. Get quotes
 - iii. Possible increase \$2,000.00
- v. Vendors must use us for ice and soda
 - i. Do not increase ice

3. SASI Volunteering requirement
 - a. Help whenever and whatever is needed
4. ATBA Sale @HPEC in November - Liquor license
 - a. Karen will honcho
 - b. Motion to do the ATBA sale by Karen Crooks. 2nd by Rich Robertson. Passed.
5. Labor Day - TOQC New Park Opening - Involvement?
 - a. Open Mansel Park
 - b. All organizations are going to be present
 - c. Would like HPEC out there to represent the trail aspect.
 - d. Yes, we will participate
6. Community Service Partnership with TOQC - Individuals w/Disabilities Events
 - a. Movie, Dance, 4-H Animals, Ag in the Class
 - b. Rural ideas
 - c. Yes - move forward
7. Trunk or Treat - October 20
 - a. Cheyenne will do a trunk or booth
 - b. Help w/4-H with costume contest
8. Kick-Off Dinner Date
 - a. September 29
 - b. Venue - Multipurpose Room at Annex
9. Heritage Program
 - a. Motion by Dru Alberti to move forward with the Heritage Program, Order calendars for Kick Off meeting as well as use 9/29 for kickoff date and hire Bruce for dinner. Order 250 calendars. Approx \$1400.00 for calendars. 2nd by Brook Thomas. Passed.
10. Absolute HCBS Sponsorship
 - a. Can bring in as a sponsor - but a rodeo sponsor only
 - b. Do we need to charge Elite a higher price to be exclusive - No
11. \$150.00 for sponsor invites to Kick Off Dinner
 - a. Motion by Dru Alberti to purchase Kick off dinner invites (50) - includes postage - 2nd by Rich Robertson Passed.
12. Sponsorship
 - a. Any changes in levels?
 - b. Leave as is.....we get what we charge
 - c.

Motion to adjourn by Patti Garbe. 2nd by Erica Jorgensen. Passed.

Presentation by E Cashless Events - Chris Leavitt

- Castle Carnival - Clean carnival
- Possibly double money with another carnival
- Put rides in contract
- Tickets - we provide tickets with starting and ending #'s.

- Pre-sale value pack - typical discount is 50% - add FREE if we could
 - Could include carnival, parking, rodeo, give away
- Dollar Days - up to 5pm - \$1.00 parking/ vendors \$1.00 for one item
- Run 2 wrist bands Arena 2 - need more seating.- turn vendors into that area
- Carnival more toward arena 4
- Concession- back area - lead to arena - Family area?
- Gave list of other vendors to Rich
- E Cash
 - POS tablet (optional)
 - Set up with however we need
 - Swipe or chip
 - Vendor sales - Track - Real time - Menu on the tablet
 - 24 hour help desk
 - 1 person on site at the event
 - Speed - less than 3 sec for each transaction
 - Track transactions - key information
 - Ring up cash too - cash drawer- talks wireless to the cash drawer
 - Need internet line - 5mg - Antena in office
 - Cash - 10-15% theft
 - Charge per device - \$50.00 per day. Dont use. Dont get charged. Includes hardware, personnel.
 - 3% on credit card (in place of credit card fees). We get .5% back. Took out the middleman. They process the credit cards.
 - Refund on site back to the customer
 - We control the reporting - Real time reporting
 - Can use for other events - Fees are per event.
 - Needs a minimum of 10 tablets.
 - Replacement of tablets is approximately \$300.00
 - Internet connection may be an issue
 - ID checks for alcohol - wristband with RFID in it
 - Do not have initial ID check capability

2018 Calendar Dates

August 8

Board Only
Expense Review
Board picture

September 12

Board Only
Approve Budgets and send to Honchos
Major changes or additions to rodeo finalized

October 10

Committee

Review Checklists

Items Tabled for July:

1. Obstacle Course
 - a. Patti and Vickie 3-4 nice obstacles and build from that.
 - b. Open to community
 - c. Have sponsored obstacles
 - d. Cheri Payne - contact Patti
2. Molly
 - a. Schedule of entertainment
 - b. Selling tickets
 - c. Anthem singers
 - i. Give parameters for auditions
 - ii. Open to public
 - iii. Market to public
3. HPEC Covered Arena Grand Opening
 - a. We want to be involved in the grand opening for covered arena.
 - b. Open House/Open Time on a regular basis
 - c. Willing to help organize/track people who are there? Tabled until receive more information
4. HPEC 10th year anniversary is next year
5. RnB 10th year anniversary is in 2020