

Growth & Planning Committee November 9, 2007

Chairman – Tommy Channel

13 voting members

6 non-voting guests

The discussion of producing a short 5 min. promotional video.

Brian H. advised that there is a New Sponsor package presentation available on line.

Gene F. suggests that this would create consistency for all associations to use.

Linda suggests that this tool would help associations promote themselves.

Brian H. advises this video will be addressed with our new PR Chairman.

John King speaks about how money in the bank is going down and we are spending more than our income. He wants to talk about how we get more butts in the seats, more sponsors.

Brian H. discussed diversity of revenues. Changing items we do, thinking outside rodeo for revenue, travel store commissions and offer our customer what they want to see.

John King talks about how and why our current events were developed 25 years ago and they were never intended to remain the same or for IGRA to maintain the same number of events.

Tommy advises that we have had complaints that we have the same show that we have had for many years.

John King talks about redesigning our rodeo event.

Linda F. makes a motion to eliminate Steer Deco from the required events list.
Seconded by Bob P.

Discussion took place and motion passed by voice vote.

Eric Hanson motioned to eliminate calf roping on foot from the required events list.
Seconded by John King.

Discussion took place and motion failed by voice vote.

Mark Samuel motioned the heading and healing event to limited to one go per day.
Seconded by Lester Liu.

Discussion took place and motion passed by voice vote.

Linda F. motioned speed events will be limited to 10 men and 10 women during performance with the remaining contestants running in morning slack.

Discussion took place and motion passed by voice vote.

Lori motioned to eliminate goat dressing from the required events list.

Seconded by John King

Discussion took place and motion failed.

Keith Swanson ask about IGRA's 5013C status and much discussion took place This status has been pursued several times and failed. Brian H. will work on this again with a committee.

More discussion on this process and this need.

Meeting adjourned at 9:30 a.m.

NOTE

All the passing motions from above were taken to Rodeo Events and all motions failed to pass this body.

Tommy Channel