



**WAR BONNET ROUNDUP RODEO ADVISORY COMMITTEE**  
**Thursday, January 27, 2022**  
**Recreation Center**  
**11:00 a.m.**

**Members in Attendance:** K. Jones, B. Skinner, K. Staten, R. Campbell, J. Moad, C. Horsley, H. Pettingill, B. Cranor, R. Buchan, K. Searle

**Members not in Attendance:** D. Marshall, T. Shay, J. Newgard, D. Sorenson

**Call to Order**

K. Jones called the meeting to order at 11:10.

**Approval of Minutes**

B. Skinner motioned to approve the August 25th minutes. K. Searle seconded. All in favor.

**Director Report – P. Holm**

**P. Holm reported on the following:**

- The area civic clubs have been contacted regarding their schedules and times available for future War Bonnet Royalty bookings.
- He checked with the PRCA into the requirements to become a “Tour Rodeo” and the financial requirements. He advised that they only take the top sixty rodeos with the highest payouts.
- Loop Rawlings has been booked as the specialty act this year and he will honor his 2017 performance fee.
- The Cattlemen’s Association would like to meet with the committee regarding their proposal to sponsor the War Bonnet Scholarship Program in exchange for us allowing them to do a fundraiser at the rodeo.
- There was discussion on nominating our new War Bonnet Chairman. K. Staten nominated K. Jones to become the new chair. B. Skinner seconded. All in favor. Motion carried.

- The nomination for Vice Chair will be tabled until the next meeting.

## **Committee Reports**

### **Military Affairs/American Legion – B. Skinner**

#### **B. Skinner reported on the following:**

- B. Skinner reported on the CEO for the PRCA Tom Glause, and some of Tom's ideas on growing the PRCA as well as the PRCA's updates on contestants, permits, turnouts, animal safety, etc.
- The plan for military night, including using the Humvee with fireworks again this year.

### **Hospitality/Sponsorships – K. Staten**

#### **K. Staten and K. Jones reported on the following:**

- K. Jones recommends the committee utilize a "word of the year" which will keep us grounded and can be used in marketing and advertising. This year's word will be "community".
- K. Jones discussed having a mutton bustin' qualifier at Teton Toyota before the rodeo and then have the top performers ride at the War Bonnet. There was board discussion on how to set this up. B. Skinner motioned we have the qualifier, and K. Searle seconded. All in favor.
- K. Staten is working on a master task list that will be distributed to committee members. This list will help committee members in the future so that certain tasks do not get forgotten.
- K. Staten has reserved all the rentals and is working on marketing "special experiences" and company party events at the rodeo to our sponsors.
- Some of the sponsor level amounts have been raised this year.

### **Marketing & Advertising – P. Holm**

#### **P. Holm reported on the following:**

- The rodeo tickets are being ordered at this time, and there will be a change to the back of the tickets, from the former coupon to a Duck Race advertisement (and thank you to the Idaho Falls Rotary).
- He is working with Lamar on billboard and I.E. Productions on advertising.

### **Livestock Welfare – K. Searle**

#### **K. Searle reported on the following:**

- He talked with TJ Korkow, and it was agreed to leave the bull rider numbers at forty-five.
- He suggested we try to get a sponsor for grain this year.
- He recommended that we bring in a third bullfighter this year in case of an injury to another bullfighter. This would provide us with more security.

### **Facilities/Grounds & Security – R. Campbell/J. Moad**

- Ronnie advised the War Bonnet got third place on footing by the Wilderness Circuit.

- There was discussion on relocating bleachers and perhaps the tent, to improve the east side of the arena. There was board discussion. J. Moad discussed potential problems and solutions to making certain changes.

#### **Media/Emergency Action Plan – B. Cranor**

- No report.

#### **Youth Rodeo/Family Night – C. Horsley**

- The youth rodeo and family night planning is underway and C. Horsley expects we will follow the same format.
- There will be improvements on the entry into the arena by the children for the Mutton Bustin.

#### **Shoshone Bannock Tribes – T. Shay (absent)**

#### **Production/Royalty – K. Jones**

##### **Reported on the following:**

- The specialty act has been confirmed as well as this year's barrelman/clown, who will be Ronald Burton.
- Bareback will be moved to the beginning of the show.
- She would like committee members to bring at least two improvements that could be made on the "Good, Bad, Ugly" list for this year.
- She recommended we plan a time to finish the Strategic Planning Session that we began.
- She asked that members bring how their involvement works into the Strategic Planning Pillars to our next meeting.
- Creative name/theme to draw crowds for the east side of the arena needs decided upon.
- She recommended we begin having two meetings in January and February next year to make up for lost time during the Holiday season. It was agreed this was a good idea.
- There was discussion on having a special rodeo for the Champ's Heart kids. It was agreed that the morning of the Wednesday kick off would be a good time for this event. There will be a committee vote at the next meeting.
- There was discussion on stipulating a criterion for nominating a "Legend of the War Bonnet".

#### **Financial Report – D. Sorensen (absent)**

#### **Adjournment**

B. Skinner moved to adjourn the meeting at 12:45 pm. K. Searle seconded. Meeting adjourned. Next meeting will be February 24, 2022

*Recorded by  
T. Sessions  
Department of Parks and Recreation*

