



WAR BONNET ROUNDUP RODEO ADVISORY COMMITTEE

Thursday, July 14, 2022

Recreation Center

11:00 a.m.

Members in Attendance: K. Jones, K. Staten, D. Marshall, P. Holm, B. Robertson, J. Stephens, R. Campbell, C. Price, J. Moad, R. Foote

Members not in Attendance: J. Newgard, B. Skinner, C. Horsley, B. Cranor,

Call to Order

K. Jones called the meeting to order at 11:05 am.

Approval of Minutes

D. Marshall motioned to approve the July 7th minutes. B. Robertson seconded. All in favor.

Director Updates – P. Holm

- P. Holm has reached out to our contractors. He advised that Korkow is bringing in an additional pick-up man.
- The blind audition for the National Anthem singer was done on July 13th and a winner was chosen.

Chairman/Production – K. Jones

- The Lord's Prayer by Frankie Creasey in sign language/video display will begin at 5:40.
- We still need to confirm with Wade Thornley for Saturday night.
- Cash cow results are in from B. Robertson and spray Elmer's glue is what works.
- K. Jones confirmed with B. Robertson on obtaining stock saddle horses and riders.
- D. Marshall will get pictures/story for the Volunteer of the Year info for the program and the display board.
- The Winner's Circle will be conducted by D. Marshall who will introduce last years and this year's Volunteer of the Year.

- Shelby has confirmed the Spring Creek drummers and dancers. We have two warrior riders and still need one more.
- PRCA Pro Com open July 15th and closes on the 18th. We will get the contestant names on the 19th. It will reopen on the 29th for a day.
- Purse and day money was discussed.
- City officials riding in the truck on Friday night was confirmed.

Committee Reports

Military Affairs/American Legion – B. Skinner (absent)

Hospitality/Sponsorships – K. Staten

- There have been no changes in the weekly schedule.
- The catering has been confirmed. The Black Hawk will cater for Thursday and Saturday and Café Sabor on Friday.
- The posters are ready.
- We need to order one more committee shirt.
- The War Bonnet Association will accept any donated old cell phones or tablets.
- Sponsor update: We have received \$211,500 cash sponsorships and \$72,600 in trade.
- She is working with Mountain View on a Family 5 Pack which includes tickets and dinner for Thursday night.
- There are only two VIP tables left and those are on Thursday night.
- Banners will be hung the week of the 18th.
- There was committee discussion on obtaining an LED sign. P. Holm will check with a couple of the City Departments.

Marketing-Advertising/Tickets – P. Holm

- R. Buchan reported the on-line ticket totals. For adults, 100 tickets were sold for Thursday, 195 for Friday and 272 for Saturday. A lesser amount of child tickets were sold too.

Facilities/Grounds & Security – R. Campbell/J. Stephens

- There was committee discussion on the railings pulled out and the need to separate the general parking from the contestants. Candle sticks may be a remedy.
- Loop Rawlings is requiring two spotlights and a location to mount them needs to be found.
- The Searle family has offered to lend us their stripping chute. P. Holm recommends we pay them for the use.
- We are still waiting for information on the square footage needed for the fireworks.

Media/Emergency Action Plan – B. Cranor

- The War Bonnet Communication Plan has been completed and includes a goal of reaching 60,000 people on social media.
- Press releases begin the week of June 22.

- The week of July 4th begins social media weekly posts, radio work, follow up on PBS rodeo documentary and schedule Legends of the War Bonnet with Bob Skinner and I.E. Productions.
- This will be followed with increase media posts, working on media passes and invites to media day, along with featured stories, live remotes, interviews, etc.

Youth Rodeo/Family Night – C. Horsley (absent)

Financial Report – C. Price

- Finance is invoicing sponsors. K. Staten will send all trade sponsor info to C. Price.

Livestock Welfare – B. Robertson

- B. Robertson confirmed whether he needs to provide people to open gates. He was advised that he does need to staff that.
- Confirmation on if he needs someone to run the stripping chute for rough stock. He was advised to reach out to Korkow.
- He has men arranged for the timed events.
- Confirmation on someone to untie calves, pick up flank straps and rehearsal times. Rehearsal will be Tuesday at 7pm on August 2nd.

Meeting adjourned at 12:20 p.m.

Next meeting will be July 21, 2022

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