

Zone One Board Meeting to discuss moving Zone ONE show and proposal from Lisa Gardner

Meeting notes and Next steps -

Quick recap

The meeting began with technical discussions about joining the call and confirmed the agenda for the Executive Board meeting, though some members were still missing. The group discussed various operational matters including show scheduling, facility costs, and potential changes to the Zone 1 Paint Horse Show, with particular focus on moving the event from Idaho to Eugene and selecting Lisa Gardner as the new show manager. The conversation ended with decisions about show logistics, including judge numbers and facility arrangements, with plans to continue discussions at the next meeting in October.

Next steps

- Board: Make a decision about the Zone show location by September 15th.
- Board: Decide whether to move the Zone One show from Idaho to Oregon.
- Board: Evaluate financial implications of moving the show, including potential loss of 53+ stalls and how to make up the difference.
- Shannon: Complete the financial separation between Zone and Inland Empire Paint Horse Club to determine what each would have earned.
- Board: Establish clearer expectations for the show manager's responsibilities for future shows.
- Board: Consider revamping the Zone show format to address concerns about it becoming stagnant.
- Board: Discuss potential partnership with Oregon Paint Horse Club if the show moves to Oregon.
- Board: Address facility maintenance issues with Idaho Horse Park if they decide to stay.
- Board: Vote on moving the Zone show to Eugene with Lisa Gardner as show manager on August 12-16.
- Monica: Inform Lisa Gardner about the board's decision to move the Zone show to Eugene and request a more detailed contract.
- Lisa Gardner: Provide a line-itemized contract for the Zone show.
- Kristen: Write up promotional content about the Zone show move to Eugene for distribution to clubs.
- Board: Discuss and vote on whether to have 6 or 10 judges at the October 2nd meeting.
- Shannon: Prepare financial information ahead of the October 2nd meeting in case she's traveling.

- Shannon and Marla: Continue collecting payments from credit cards that didn't go through.
- Sean: Add "6 vs 10 judges discussion" to the October 2nd meeting agenda.
- Board: Consider implementing changes to secure the \$10,000 sponsorship offered by Kristen's anonymous contact.
- Board: Evaluate potential date changes for the Zone show to avoid conflicts with other major shows.
- Board: Explore ways to make the Zone show more exciting and elevated compared to average regional shows.
- Case: Discuss with Lisa Gardner about her trail patterns.
- Show committee: Establish sub-committees for better coordination.
- Shannon: Continue handling belt buckles for the show.
- Board: Conduct a survey of exhibitors to determine preferences for show format.
- Kristen: Follow up with anonymous sponsor regarding the \$10,000 sponsorship and award options.
- Board: Evaluate cost comparison between current Idaho location and potential new locations.
- Board: Consider adding all-breed classes or partnering with Quarter Horse shows if location changes.
- Board: Explore alternative dates, possibly in October, for future Zone shows.
- Kristen: Message Lisa to clarify if the \$800 retainer is in addition to the \$800 daily rate in her contract.
- Shannon: Check with the Horse Park about accommodation options for exhibitors who want to attend both the Idaho show and Zone show if format changes.
- Kristen: Talk to Jennifer Barbie about the Rancho show dates for next year to understand potential scheduling conflicts.
- Monica: Follow up with Tish regarding her attendance at future meetings.
- Board members: Share the Eugene show decision with their respective clubs with a positive spin.

Summaries

Executive Board Meeting Technical Setup

The meeting began with Zone and Linda discussing technical issues related to joining the call and the use of transcription features. They clarified that the meeting was intended for the Executive Board and confirmed that Shannon and Tish were still missing. Case expressed concerns about using the computer for the meeting, while Linda and Zone shared their experiences with joining the call on different devices. The meeting was set to start at 6 o'clock, and Zone planned to text Shannon to check on her status.

Regional Manager Role Discussion

The group discussed Ted Proctor's broken oven, which led to a conversation about his role as a regional manager for Washington. They also talked about Tish's potential attendance at an upcoming meeting and Lisa's availability for clarifications. Case mentioned that Lisa had

requested a decision by September 15th and encouraged discussion on the matter. The group agreed to start discussing some topics, including input from trainers, while waiting for Tish's response and finalizing any questions for Lisa.

Exhibitor Concerns on Show Scheduling

Kristen reported from the Rancho show that some exhibitors, including Karen, expressed concerns about the proximity of shows in California and Eugene, citing logistical challenges with travel and horse transportation. She noted that while Karen would support both events, the short turnaround time between the shows would make it difficult for her to attend both. Kristen also mentioned that Amber Duckett, another exhibitor, would likely not attend the Zone show in Eugene due to the travel distance, comparing it to how Oregonians feel about traveling to Idaho. Kristen suggested moving the Zone show back to a later date, as it used to be scheduled in mid-month, and planned to speak with Jennifer Barbie, who runs the Paint Horse Club organizing the show, to gather more information on next year's schedule.

Zone Show Revitalization Discussion

The group discussed concerns about the Zone show, which has become stagnant and faces challenges such as long duration, high costs, and competition from the Idaho show. Linda highlighted historical difficulties with the Idaho show and expressed concerns about the facility's financial situation, predicting increased costs. Nicki expressed enthusiasm about a new proposal for the show, emphasizing the need for change to make it more successful and competitive with regional club shows. The group agreed that the show needs revitalization, potentially through changes in location or format, and Lisa Gardner's involvement was seen as a positive step towards improving the event.

Idaho Facility Relocation Discussion

The committee discussed concerns about the Idaho facility, including poor stall conditions and conflicts with other shows, leading to a decision to potentially relocate the event. Shannon clarified that the College of Western Idaho facility is not operating at a loss and has always been flexible with scheduling. The group agreed that future show managers should be more involved in addressing rule disputes and managing exhibitor concerns, with Shannon taking responsibility for not delegating these tasks to Mark as intended.

Zone 1 Paint Horse Show Relocation

The group discussed potential changes to the Zone 1 Paint Horse Show, including moving it from its current location in Idaho to a new venue. Shannon reported that approximately 53 stalls would be lost if the show remained in Idaho, citing various reasons such as distance and scheduling conflicts. The group debated the pros and cons of moving the show, with some members suggesting exploring new locations and potentially partnering with other clubs. They also discussed the possibility of adjusting the show format, such as reducing the number of judges or adding all-breed classes to increase attendance and revenue. The chairperson expressed concern about the show's financial sustainability, noting that it has lost money in the past three years. The group agreed to continue discussions and gather more input from members before making a final decision on the show's future.

Zone Show Format and Sponsorship

The group discussed concerns about the current format of the Zone Show, with Kristen revealing a potential sponsor offering \$10,000 for changes, including a new format to differentiate it from the NSBA World Show. Shannon and others explored options like moving the show to Eugene or keeping it in Idaho with a 6-judge format, while Monica emphasized the need to make the show more "grand" and exciting rather than focusing solely on logistics. The discussion highlighted the challenge of balancing exhibitor preferences, logistical constraints, and the need to improve the show's appeal.

Event Venue Cost Comparison

The group discussed facility costs and logistics for upcoming events, comparing Eugene and Idaho venues. Shannon provided detailed cost breakdowns, noting that while Eugene's daily rate was slightly higher, both facilities had similar overall costs. The team also reviewed stall capacities, with Eugene offering 237 permanent stalls plus 60 portables, compared to Idaho's 187 stalls. Linda raised questions about Lisa's contract, specifically regarding an \$800 yearly retainer and \$800 per day fee, which needed clarification as the wording was confusing.

Lisa's Show Management Appointment

The group discussed hiring Lisa as the show manager, with Shannon noting that Lisa would likely use her regular, reliable crew of scribes. They addressed concerns about costs, with Kristen and others expressing confidence in Lisa's cost-consciousness based on her past management of shows. The discussion also touched on the need for better coordination within committees and the potential for Lisa to help with corporate sponsorships and trail management. Linda highlighted the financial benefits of not needing an assistant and the savings from reduced facility costs.

Eugene Show Management Decision

The group voted to move the show to Eugene with Lisa Gardner as manager from August 12-16, with all members in favor except Shannon who opposed. Kristen will write up a communication to share with clubs about the decision, though they agreed to wait for the contract to be finalized before releasing details. The next meeting is scheduled for October 2nd, where Shannon will provide more numbers, though she may need to participate by phone due to potential travel plans.

Show Judge Numbers Debate

The group discussed the number of judges for an upcoming show, with Case initially proposing 6 judges for the first year to simplify management and potentially provide better awards. Kristen and others raised concerns about the impact of multiple show days on horse health and competitor fatigue, suggesting that a single show day with 6 judges might be preferable to two show days with 10 judges. The group agreed to continue the discussion at the October meeting, where they will vote on the final number of judges.