

Haute Dawgs Board Meeting

Monday, September 25, 7:30 p.m. via HouseParty (online app)

Present: Anne Campbell, Gail Gomes, Debbie Campbell, Steve Lausmann, Sara McKinley, Ann Kitchen, Anna Potter, Kris Backus

Overall discussion topic: How to increase participation in our trials, how to cut costs on trials

Anna read Sara's email:

Paraphrased: recommend that we discuss trends and discuss action plans for each venue: CPE, NADAC and USDAA. Fun matches and nose work are fine, but look for ways to maximize profits.

Recommend that we not hold a January NADAC or July CPE – these two trials lost us almost \$4,000 in 2017.

Topic 1: January NADAC trial

Sara talked to Karin Bell about this. She (Karin) recommended that we run a Fun Match with VT's – Keep the weekend, keep supporting WAG, but not run a whole trial.

Question (side topic): how did August trial do? Sara said it was close to break even. Daniel sold a lot of magnets (yay!).

This year we dropped the March trial, but added the August trial. Note: Daniel was a KEY factor in making the August trial profitable.

Debbie agreed that we should keep our January weekend so we don't lose it that weekend at WAG to other clubs.

Steve questioned the rental fees that are charged at WAG depending on venue (CPE, NADAC, fun match).

- 850/day at a different venue than WAG with a grass field vs. 1100/day at WAG
- NADAC trials are run in one ring – 1100
- March CPE trial, two rings indoors, 2100 – Steve questioned why the cost is so much more when we are all in one ring. Sara said she asked Susan about this, and it is considered two rings, and there are more people so more use of the port-a-potties.
- July CPE trial, two rings – 2200
- May CPE trial, two rings – 2400

Anna explained that Susan will deduct from the rental fees the cost of running her (and Dave's) dogs, and this may explain some of the discrepancies from trial to trial.

Tangential discussion about how other clubs are faring:

Sara mentioned that Fun Paws is losing money on their NADAC trials.

Anna said all clubs across California have had very low entries. She said she has talked to other clubs as she's gone about judging, but things seem to be picking up.

Steve said Bay Team took their October trial down from 2 judges to 1 judge. Their next July trial has also become a 1 judge trial.

Sara talked to the head of NADAC and they said that numbers are down all over except in areas where local trainers are really marketing NADAC to their new students. Anna said that this is what Susan R. does as well with her classes.

Back to the January NADAC discussion:

Kris said the WAG run thrus with VTs last weekend worked really well. Ann K. said let's get a price before we commit to that. She said she is thinking more of NOT doing the January trial at all.

Sara said that we don't have a number of big expenses with a fun match – no judge, no association fees, etc. Even if we lose a couple hundred \$ or so, then that wouldn't be so bad.

Anna suggests that we try the January fun match with VTs. We need to have someone to really publicize and push the trial (trial chair needs to do it or get a team together to work on it).

Action item: Sara said she would talk to Karin about mapping out a plan for the January NADAC weekend. She is close with Susan R. and can talk to her about how many courses we'd have and she and Sara can report back to the board.

All agreed to the above for the January NADAC weekend.

Next topic: July CPE trial

Anna would like for us to try hard to keep this trial and figure out a way to make it work. What if we made it a one-judge trial, maybe even a one-evening trial, 4 runs, all outdoors – make it a bare-bones, no raffle, trial. Two Snookers, Wildcard and Jumpers – classes that would run fast.

Ann K. said we shouldn't change too much – maybe do Friday night, Saturday night, and offer more than just the short classes. Keep Jackpot so people can progress in their titling.

Anna: what if we did something really crazy – like offer “an evening of Snooker”, or “an evening of Jackpot”. (Note: with CPE we are limited to two of each class per day). Or make it a one-judge, 3 class trial. Ann K. thought we should have at least 4 classes so that people don't decide to go to a trial that has more classes in it, like the one at WAG the following weekend.

Debbie said cut the hospitality in half and raffle in half, then we would save in the range of \$800. Anna recommended that we ask the judge to make the courses very nested and short!

Ann K. also recommended that we not fly out judges from too far or from airports that will end up costing us lots of money.

Note: CPE trials that occur on the same weekend cannot be located within 100 miles of each other.

Sara suggested that we coordinate with Susan to offer a kind of competition that spans our July trial and WAG's August trial.

Debbie moved that we look into revamping the July trial. Steve said if we make it a one-ring trial then the rent will go down. Along with making it a one-judge trial.

Kris suggested putting out a Survey to gauge interest in what would get people to come to the July trial. Ann K. said to be sure to send this out to a vast audience. Anna said this has to happen in October/November because the application has to go out to CPE in October.

Action item: Kris will come up with a draft survey in the next couple of weeks and send to the Board for review. Survey will ask people what they want to see in a July trial – evening? games? one night only? early morning? would they like to see a night of Snooker? or have multiple Jumpers?

Hospitality could also be limited for this trial to save \$\$.

Note: no decision was asked for or made regarding the July CPE trial at this time. We will wait to get more info from the survey and further board discussion.

Topic 3: costs for trials (for trial chairs)

Rental cars: Ann K. said USDAA only rents one car for both judges. Sara said the judges have been good about coordinating schedules so they can share one car.

Anna asked about judge gifts. Ann K. said lately USDAA has been cutting expenses so judges have not gotten much – something like a little care package for the plane. Should there be a limit to whatever gifts are being given, such as \$50?

Raffles: do we have a common amount for the raffle pot for each trial? Sara said we don't seem to have a set amount. For NADAC we usually do \$200 for the weekend. Kris recommended we do the same for CPE. (Sara said we have done a lot more for CPE in the past).

Ann K. says for USDAA they do one-run and two-run certs. Another option is to do the "store" concept for raffle tickets: for so many worker raffle tickets you earn, you can "buy" things from the "raffle store", such as inexpensive squeaky toys or a bag of treats or bully sticks.

The above are all things the trial chair can decide on.

Action item: Anna is compiling an informational list for Trial chairs:

- Publicizing the trial to Susan, Facebook, email list, NoCal clubs, Karrie (sp?)
- Guidelines for keeping down judge costs: consider air fare expenses, limit judge gifts to \$50

- Raffle options – limit of \$200

Topic 4: increase membership fee?

Ann K. moved that we increase the membership fee to \$20 (which is what it used to be) and \$25 for families.

Gail seconded it.

All members present approved the motion. Unanimous.

Topic 5: Nose work

We weren't able to add another trial this Fall, but next Spring we hope to do two trials – March and May. The May nose work will not conflict with the HD May CPE.

Topic 6: How to increase trial entries

Ann K. mentioned offering trophies – that was a big draw for TRACS. AKC has offered something called “New Beginnings” for new people, they get gift bags and mentors are available.

Anna said that she has gone to a lot of trials where there are newer (level 1 and 2) people, but there aren't so many in our area. We seem to have a higher percentage of competitive AKC/USDAA handlers in our area. Trainers in our area do not seem to encourage their students to participate in CPE.

Action item: everyone on the board - come up with two ideas on how to increase entries. Send via email to HD board list. Due October 13th.

Meeting ended at 9:11 p.m.