



## WPR A Board Minutes 3/18/2021

### WPR A Board Meeting Minutes

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Meeting Start: 4:15 PM MT

Meeting End: 5:27 PM MT

**In Attendance:** Doreen Wintermute, Heidi Schmidt, Kaylee Gallino, Katie Pascoe, Dillon McPherson, Carla Beckett, Lacy Wilson, Kim Thomas, Eileen Lang-Kramme, Megan McLeod Sprague, Lois Ferguson, Patti Roberts, Jolee Lautaret Jordan, and Julie Herman. Dana Eismeier, Murray Weiner and Janet Cropper.

### WPR A President Doreen Wintermute calls the meeting to order.

**1. President's Update:** WPR A President Doreen Wintermute shared that we just received word from the PRCA that \$2,500 in media money will be added on top of the already approved San Angelo committee purse for all contestants including the barrel race.

**2. Status regarding Chief Operating Officer Replacement:** Ms. Wintermute shared that while the Business Committee has narrowed the candidate list down to two qualified individuals, they are recommending that Ms. Darla Lindt be made an offer. In addition, they are recommending an executive contract.

Board discussion.

**Motion by Wilderness Circuit Director Julie Herman:** I move that the Board extend a salary offer of \$80,000 to Ms. Lindt. The Business Committee should work out contractual details and come back to the Board with the final executive contract for their sign off.

**2nd by Mountain States Circuit Director Carla Beckett**

**12 Yes votes/2 No votes**

**Motion passes.**

**3. Intellectual Property Discussion:** Ms. Wintermute lead the Board in a discussion about the WPR A's Intellectual Property, i.e. trademarks- name and logo, the importance of monitoring them and a request from a new WPR A Corporate Partner. The new partner, EcoPlanet, has just signed an agreement with us that does not list using our WPR A trademark but has requested to have permission to do so.

The name Women's Professional Rodeo Association, WPR A and our logo are valuable assets to the Association that should be monitored (for permissible usage) and controlled.

Board discussion covered not just this partner's request (where permission is being sought) but also covered use in social media, promotion, etc. where permission has not been requested.

The Board requested that the Media, Marketing & Branding Committee be reactivated to work out usage guidelines, process steps for request evaluation, how to determine worth, etc.

Ms. Wintermute said that she would quickly re-activate the Media, Marketing & Branding Committee, she would add Turquoise Circuit Director Lacy Wilson to the committee and reach back to Dave Jordan (Corporate Partnership Coordinator) about the EcoPlanet request.



# WPR A

431 South Cascade Ave.  
Colorado Springs, CO 80903

Women's Professional Rodeo Association  
*World Championship Barrel Racing*®

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**4. Miscellaneous:** Great Lakes Circuit Director Becky Nix asked if the special election nomination process was running on schedule. Ms. Cropper answered that it is running on time.

Meeting adjourned.