

**Report of the Marketing & Public Relations Committee
to the 24th Annual Convention**

Saturday, November 1, 2008

1. The Marketing & Public Relations Committee met on Saturday, November 1, 2008 from 3:00 p.m. until 4:30 p.m. 16 people attended the meeting, 14 of which were voting members. A list of attendees is attached to this report. I want to thank the members of the committee for a positive and fruitful discussion about marketing initiatives and challenges.
2. The committee passed one bylaw change proposal.
3. Following a discussion of emergency announcement guidelines, the committee encouraged the formation of a task force to review emergency planning, to include announcers, rodeo directors, officials, and other interested parties.
4. The committee discussed various initiatives related to marketing and public relations for World Gay Rodeo Finals 2009, presented by the International Gay Rodeo Association.
 - a. Clark Monk discussed an IGRA membership club to help stabilize finals rodeo funding.
 - b. The committee will work to establish a travel package to help draw attendees to finals.
 - c. The committee discussed Proposal BSR-2: to limit rodeos to one per weekend.
 - d. The committee reviewed and further brainstormed the multi-state advertising strategy for finals 2009.
 - e. The committee discussed the rodeo rules proposal which will allow for an additional champion prize to be awarded.
 - f. The committee discussed the move to trademark various IGRA logos and approves.
5. The committee adjourned.

Marketing & Public Relations Committee Attendance List

<u>Name</u>	<u>Association</u>	<u>Voting</u>
Leroy Aune	MIGRA	X
Gabe Sims	TGRA	X
Beth Brockelman	ASGRA	X
Travis Nowers	CGRA	
Janie Van Santen	ARGRA	X
Frank Delgado	GSGRA	X
Greg Gillum	AGRA	X
Brian Vaccaraze	SCCGRA	
Rick Russell	SCCGRA	X
Arnie Chavez	NMGRA	X
Kenneth Hall	MGRA	X
Stephen Bloodworth	SMRA	X
Jeff Bolognese	LGRA	X
Peter Dillon	CCGRA	X
Patrick Schreier	NSGRA	X
Rob Pierce	SCCGRA	

Bylaw Proposal

Article XII - Committees

Section 8. Marketing/Media Relations Committee

Paragraph B. Duties.

2. The Public Relations Spokesperson will conduct at least a minimum of one (1) and a maximum of four (4) Marketing/Public Relations Seminars per year in each division and at annual convention for Member Association representatives. **The Public Relations Spokesperson will attempt to schedule seminars at IGRA University, convention, and in other divisions as needed.** Pre-registration fees of twenty-five dollars (\$25.00) per person payable to IGRA and sent to the IGRA Executive Office, postmarked at least forty-five (45) days prior to the date of the seminar. Fees shall be refundable upon attendance. Fees shall be forfeited for non-attendance. Late registration will be accepted at the discretion of the respective Committee Chairperson.