

SD 4H Finals Committee

Annual Meeting Minutes

Sunday, October 19, 2025

Brandon Spencer called the meeting to order at 12:40 PM.

Members of the Finals Committee and Lay Board Committee present were Brandon Spencer, Bryce Baker, Teri Heninger, Treg Cowan, Kim Larson, Bryce Chambliss, Joy Meyer, and Kathy Monnens.

Regional Rodeos represented were Sioux Empire, Meade, Burke, Hyde-Hand, Butte, Brule, Bennett, Eastern Dakota, Tripp, Heartland, New Underwood, Blunt, Central SD, and Haakon-Jackson.

Treg moved, seconded by Rusty Heenan to approve the agenda. Motion carried.

Treg moved, seconded by Kathy to approve the minutes as presented. Motion carried.

Treasurer's Report – Teri presented the Treasurer's Report. The balance in the checking account was \$39,661.00. Net income for the year was \$23,900.00, representing an increase of \$14,448.00 compared to 2024. Treg moved, seconded by Kathy, to approve the Treasurer's report. Motion carried.

Rodeo Secretary Report – Kim provided a brief summary of entries. There were 1,277 total entries, with 706 qualifying for the Finals. A total of 20 late entries were processed, along with 33 trades involving 66 contestants. She noted that the Friday/Sunday performances averaged 6 hours each, while the Saturday/Saturday performances averaged 5 hours each. Treg moved, seconded by Penny Heenan to approve the Rodeo Secretary report. Motion carried.

The group discussed the sale of approximately \$23,000–\$24,000 worth of unused panels, including consideration of pricing adjustments. Treg suggested continuing efforts to sell the panels rather than reducing the price.

The committee discussed parking challenges at the rodeo, noting that while this year's efforts helped, congestion remained an issue. It was noted that if the number of qualifying contestants increases in the coming year, parking could become more problematic. Various potential solutions were discussed, including the possible implementation of paid parking passes and adjustments to qualification criteria.

Committee Report:

Sponsorship Committee – Teri noted that the majority of saddle sponsors remained the same as in 2024. Chute Gate and banner sponsorships increased, while Go-Round prize sponsorships decreased slightly.

Ambassador Committee – Joy reported a successful year, highlighted by increased ambassador visibility at events and expanded participation through the addition of Ambassador contests at Regional Rodeos.

Stock Committee - Treg reported that there were only a few minor complaints. Given the size of the rodeo and the volume of stock, he felt things went well overall and noted that Denton did a good job. Minor concerns regarding the bareback steer riding stock were discussed.

Social Media Committee – Martee reported that social media efforts and the website are going well. She noted that while multiple social media platforms were utilized, Facebook proved to be the most effective. Sponsor recognition and informational pieces were consistently shared. The committee thanked her for a job well done. Martee stated that the position required more time than anticipated and requested an increase in compensation to \$2,000.00. Joy moved, seconded by Treg to approve the compensation increase to \$2,000.00. Motion carried.

Prize Committee – Kerry Hostutler was unable to attend the meeting, and Teri reported on her behalf. Overall, the Go-Round awards were a success. It was noted that the saddle bid is expected to increase slightly next year. Teri also shared a bid from Corriente on Go-Round prizes.

The committee approved the purchase of a new electric eye, box pads and barrel covers.

The proposed rule change was discussed and died for lack of a motion:

Format Change for 2026

With the growing number of contestants, something needs to be done about the available space. I would propose lengthening the rodeo by 2 days and split performances by age division. Below is the new proposed schedule:

Check in Tuesday evening 6-9PM

Rodeo starts Wednesday morning, propose to do 1st and 2nd go of all one age division Wed/Thurs and the 1st and 2nd go of the other age division would be Fri/Sat/Sun:

- Wed AM
- Wed PM
- Thurs AM
- Thurs PM
- Fri AM -transition between groups
- Fri PM
- Sat AM
- Sat PM
- Sun AM

This would allow for better parking for everyone. Would reduce amount of stock required and shorten performance length.

The committee discussed implementing online entries through the ARTS program, which would require an initial cost of approximately \$8,600 and an annual fee of \$165. The

discussion was tabled until the next meeting to allow time to gather additional information and explore potential alternative rodeo management software options.

The 2026 Finals Rodeo will be held August 14-26, 2026.

There being no further discussion, Rusty moved to adjourn. Seconded by Treg. Motion carried.