

AG Arena Meeting

April 9, 2025

Present: Jim, Rod, Stephanie, Kristin, Tony, Charlie, Lisa, Latoya, Chris, Kelly, Sheila, Shannon, Tim

Kelly welcomed all in attendance

She gave an overview of funds received to date, including \$75,836.97 earned in interest, for a total of \$4,396,813.94.

She gave an overview of additional funding to be secured via donations from:

- York County School Districts
- York County Council
- Social Media Brick Campaign

LMG Update

- Jim Britton provided an update by explaining that [the plans](#) had been adjusted by shifting building one inboard and eliminating building two (front-facing structure) for an estimated cost savings of \$750,000.00.
- This allows the arena floor to remain its originally planned size and all front of the house to remain the same (restrooms, concessions, etc.).
- Tony Smith suggested that a lean-to and additional seating could be added to the back side at a later time if needed.
- Heavy timber for the front entrance aesthetic and other alternates continue to be priced.
- Jim Britton noted that he would be requesting several variances from the County at their May meeting; once submitted and approved, the early site package will be released
- Jim shared a virtual flyover model of the arena to provide a realistic view of the facility
 - <https://sftp.jcsarchitects.com/?ShareToken=EFA5DC64C3FF9D8EC1F49EBC26688CE2F3C6CE7E>
 - Kristen suggested a dairy cow be included in the video rather than a horse.
- Tony Smith suggested removing the metal wrap around paneling as it is an open-air arena. He noted that wind screens down the backside to save money except where the paneling would be used for aesthetic purposes.
- Jim indicated that he could price the cost of going full height with wind screens to see how much of a difference it would make in cost vs. paneling.
- Questions were asked about security if panels are removed, and Jim indicated that the front of the house would be secured.

Fundraising

- Rod Ruth shared that the Fundraising Committee met and found that there is no data to suggest that lowering sponsorship levels would result in more sponsorships being purchased. The committee recommends that the sponsorship community remain consistent with all initial information (no change in levels) publicly shared.

- He also suggested launching a marketing campaign to create buzz and excitement, using the fly-over video, something that illustrates fundraising efforts
- Brick Campaign-
 - All CTE centers in the county to participate in a Senior Class campaign to have families of seniors purchase bricks; School logo options could be provided for bricks purchased in honor of members of the senior class (C/o 2025)
 - Beginning with the 2025-26 school year, a competition among all four school districts for the most brick sales will be implemented.
 - Winners could be announced as the fall ag awards show.
 - Suggestion:
 - Create a short video that includes the fly-over arena images, fundraising illustration, and advertise brick sales as part of the marketing work.
 - Tim Cooper is to work with York Electric on the creation of the video.

Section Seating/Sponsorship Update

Kelly shared that 4 of the 5 (or potentially 7) sections have been secured by sponsors:

- Comporium (new)
- York Rotary Club (new)
- York Electric Cooperative
- Bratton Family

Kristen Kunde is requesting the last section be held for York County 4-H.

Kelly Coxe reviewed the March and April events:

- Saturday, March 15th Youth Swine Show
- Thursday, March 20th Youth in Ag Night (\$259 Raised)
- Saturday, March 22nd Line Worker Rodeo (\$1,581 Raised)

Upcoming Events

- Wednesday, April 16: York County Cattleman's Meeting
 - YCHS Cafeteria at 6:00 pm
 - Amy and Kelly will provide an ag arena update
- Friday, April 18th & Saturday, 19th Bucking K Ranch Rodeo
 - 3771 Highway 97 Hickory Grove, SC
 - A table will be set up to sell bricks, T-shirts, hats, koozies, and stickers
 - Volunteers are to sign up the [Sign-up Genius for volunteers](#)
 - Shannon Clinton will create a banner with the WYCAA logo and cling-ons for the chicken drop, along with posters (Chicken Drop and Brick Campaign); Charlie Westbrook will attach posters to foam board.
 - Tony Smith volunteered to bring his one-horse trailer, which is hitched to a Cadillac. Shannon will make a vinyl cling-on sign with the WYCAA logo. This will be a photo booth option for families at the rodeo.
- Groundbreaking: Monday, June 9 at 10:00 am