

**THOROUGHBRED OWNERS OF CALIFORNIA
BOARD OF DIRECTORS MEETING
Friday, January 13, 2023 @ 11:00am - ZOOM**

MINUTES

Directors Present - All:

Nick Alexander, Gary Barber, Joe Ciaglia, Tim Cohen, Gary Fenton, Rick Gold, Ryan Hanson, Stephanie Hronis, Lindsay LaRoche, Bob Liewald, Terry Lovingier, Ed Moger, Richard Rosenberg, Samantha Siegel, Johnny Taboada

Staff Present:

Wayne Atwell, Patricia Chinnici, Jordyn Egan, Joe Hasson, Bill Nader, Elsa Peron

Others Present:

Andrew Arthur (Santa Anita Park), Gregg Colvin (1/ST), Jason Egan (Santa Anita Park), Craig Fravel (1/ST), Chris Merz (Santa Anita Park), Nate Newby (Santa Anita Park)

1. Call to Order

Chairman Fenton called the meeting to order at 11:02 am.

2. Santa Anita Update

Mr. Newby updated the board on the current Santa Anita race meeting, specifically referencing the 2022 safety record, opening day success and the good business results through the first seven race days, the inclement weather policy, and the new Coast-to-Coast Pick 5 wager. Discussion ensued.

3. 1/ST Marketing Presentation

Mr. Colvin, CEO, 1/ST CONTENT, shared a presentation on the 1/ST RACING marketing efforts, particularly pertaining to Santa Anita Park and Golden Gate Fields. A robust question-and-answer session followed.

4. Approval of Minutes

On a motion by Ms. Hronis, seconded by Mr. Alexander, the minutes of the November 8, 2022 regular board meeting and December 8, 2022 special meeting were approved.

5. January CHRB Meeting Agenda

Mr. Nader reviewed the items on the agenda for the upcoming CHRB meeting, focusing on the Northern California race dates approval as it relates to Golden Gate Fields and Humboldt. Discussion ensued.

6. Purse Supplement Splits

1/ST – TVG Content Agreement

Mr. Nader gave an overview of the 1/ST – TVG content agreement that runs through June 30, 2025 and the proposed revenue splits between Santa Anita and Golden Gate Fields. Mr. Fenton moved to approve the agreement as presented, Mr. Rosenberg seconded the motion, and it passed unanimously.

Elite

Mr. Nader gave an overview of the agreement with Elite and proposed revenue splits between Santa Anita and Golden Gate Fields. Ms. Siegel moved to approve the agreement as presented, Mr. Gold seconded the motion, and it

passed unanimously.

Golden Hour Wager

Mr. Nader gave an overview of the agreement pertaining to purse revenues generated by the Golden Hour Wager and how they would be split between Golden Gate Fields and Santa Anita Park, effective December 26, 2022. Mr. Lindsay moved to approve the agreement, Mr. Taboada seconded the motion, and it passed unanimously.

7. Horse Counts

Mr. Nader presented the horse population statistics. Mr. Fenton noted an increase of approximately 200 horses over the same time in 2022.

8. Owner Relations Committee Update

2023 Events

Ms. Hronis welcomed Johnny Taboada to the owner relations committee and announced that Mr. Lovingier would be stepping down, thanking him for his service. She reviewed the 2023 events calendar, highlighting a July owner education event at Del Mar being planned in partnership with TOBA.

Social Media budget

Ms. Hronis emphasized the importance of a social media presence for communicating with, and growing, the TOC membership and pointed out that the current TOC engagement on social media was very low. She suggested that it was time to employ an agency to build a strategy and explained that the owner relations committee had been exploring options. Discussion ensued. Mr. Gold made a motion to allocate up to \$15,000 for a six-month agreement with a social media agency, decided on by the owner relations committee. Mr. Rosenberg seconded the motion, and it passed unanimously.

9. TOC Goals

2022/23 Review

Mr. Nader pointed out the 2022/23 goals sheet with status updates and invited the board to comment.

2023/24 Goals

Mr. Nader reviewed the 2023/24 TOC goals sheet and asked the board to provide feedback. Discussion ensued and the goals were ultimately approved.

10. Financial Report

Ms. Chinnici reviewed the December 2022 financials with the board. Mr. Alexander moved to accept the financial report as presented. Mr. Liewald seconded the motion, which was unanimously approved.

11. Del Mar Marketing Presentation – Deferred to later date

12. Adjournment

Meeting adjourned at 12:51pm