

Texas Longhorn Breeders Association of America

Board of Directors Regular Meeting

Fort Worth, Texas

November 24, 2020

1. CALL TO ORDER – Conference call called to order by Chairman Keith DuBose at 7:09 PM CST.
2. ROLL CALL – Members present Keith DuBose, Kevin Rooker, David Wars, Russell Fairchild, Chad Smith, David Edwards, Chris Herron, Jim Rombeck, Matt Durkin, Tom Smith, Ross Ohlendorf, Johnny Hicks, Mark Hubbell, Alex Dees, Kenny Richardson, Todd Spaid. Members absent: Reid Tolar, Mike McLeod, Stephen Head, Dora Thompson, Deb Lesyk, Sandi Nordhausen.

3. Marketing Proposal – Motion to approve: For extra help - \$1000

Social media & advertising - \$4800

Goggle campaign, ads, grant - \$24,000

Print new brochures - \$1000

Motion by David Wars, second by Johnny Hicks. Motion passed by a 12-3 Roll Call Vote. Voting yes were Kevin Rooker, David Wars, Russell Fairchild, Chad Smith, David Edwards, Chris Herron, Matt Durkin, Ross Ohlendorf, Johnny Hicks, Alex Dees, Kenny Richardson, Tom Smith. Voting No were Jim Rombeck, Mark Hubbell, Todd Spaid.

Motion to use \$12,000 to build a 30sec commercial for the association to use. Motion by Alex Dees, second by Kevin Rooker. Motion passes 15 - 0

4. Motion to adjourn at 9:18 pm. David Edwards, second Kevin Rooker