

TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

Board of Directors Meeting
May 17, 2021, 7:00 p.m. CDT
via teleconference

Roll Call

<u>Division A</u>	<u>Division B</u>	<u>Division C</u>
x Mark Hubbell	✓ Keith DuBose	✓ Justin Georges
✓ Tom Smith	✓ Ross Ohlendorf	✓ David Edwards
x Deb Lesyk	x David Wars	✓ Kenny Richardson
✓ Todd Spaid	✓ Kevin Rooker	✓ Mike Lucas
✓ Johnny Hicks	✓ Russell Fairchild	
✓ Matt Durkin	✓ Sandi Nordhausen	
✓ Reid Tolar	✓ Stephen Head	17 present
✓ Dora Thompson	✓ Mike McLeod	3 absent

Marketing Committee Report

Ross Ohlendorf led a discussion of the marketing committee's recent activities. Jason Hartline has been hired to increase the TLBAA's marketing efforts. He is being paid \$24,000 for one year. His first work was to obtain a Google ad grant. This seems to be going well and is directing more traffic to TLBAA web pages.

The next step in the marketing efforts is to create and air a TV commercial. The committee obtain three (3) quotes for creating TV ads and selected Texas Media Consulting (TXMC). The primary representative for TXMC is Jesse Bermensolo (*spelling may be incorrect*). This company was recommended by Jason Hartline. The proposal was to create two (2) 30-second TV ready ads and two (2) 5 to 10 second social media spots. The price for this service was \$12,000.

Per Ross, communication with this company has been very poor. Ross expressed disappointment and frustration with this company. Ross stated that TXMC did some filming at Struthoff Ranch, but Josie Struthoff was disappointed with the company's performance. Per Ross, the company is not getting the requested shots, they did not provide the requested actors, and they are not meeting agreed upon deadlines.

Russell Fairchild had a better experience with Jesse and TXMC at Glendenning Farms. Although his experience was better than Josie's, Russell stated that he had to take a strong hand in leading the effort to get the desired video footage at Glendenning Farms.

Lots of discussion ensued about continuing or aborting the effort with TXMC. At the conclusion of the discussion Ross agreed to go back to TXMC and give them a chance to complete the project according to the committee's desires.

Discussion of Job Descriptions

Prior to the meeting, Keith provided 19 pages of job descriptions for the TLBAA staff. As an example of the current workload, Keith reported that there were 777 registrations and 527 transfers in March and 615 registrations and 1,304 transfers in April.

Tom Smith made a motion to hire someone to assist Amelia with the DNA paperwork and to cross-train on registrations and transfers. Matt Durkin seconded the motion. Discussion about the motion ensued.

- What would be the salary for the new employee? Per Keith, salaries start at a base pay of \$35,000 per year.
- Who does the hiring? Per Johnny Hicks, the by-laws state that the Executive Committee must present a hiring proposal to the full board of directors.
- It was suggested that maybe the answer to the perceived staffing issue is to hire a CEO (or an office manager or supervisor) to improve the performance of the entire staff.

After the discussion, Tom withdrew the motion.

Keith committed to the following actions: requesting data on the number of DNA requests in backlog, obtaining the number of days Amelia worked, or did not work, in 2021, and obtaining a work flow process from the office staff for executing DNA Parent Verification requests.

There was discussion about the possibility of delayed DNA PV processing resulting in additional registration expense for breeders. The thought was that breeders should not incur higher fees for registrations if they were waiting on DNA PV requests to be completed. Mike Lucas made a motion that breeders should not incur additional registration fees if their registrations are awaiting DNA PV completion. Ross then reworded the motion to include a phrase stating that the registration fee should be based on the date of the registration application and not the date it was actually processed. After more discussion it was determined that these actions weren't needed because animals can be registered without the DNA PV data and the data can be added to the registration when it is completed. The motion was withdrawn.

Closing Comments

It was stated that two (2) of the five (5) Marketing Committee members may resign if we continue forward with Jason Harline, Jesse Bermensolo and TXMC.

Meeting Adjournment

Mike Lucas made a motion to adjourn the meeting. Motion was seconded by Kevin Edwards. The meeting adjourned at 9:25 p.m. CDT.