

TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

Board of Directors meeting

February 23, 2023, 7:05 p.m. CST

via teleconference

Roll Call

<u>Division A</u>	<u>Division B</u>	<u>Division C</u>
✓ Deb Lesyk	✓ David Wars	✓ Justin Georges
✓ Johnny Hicks	x Kevin Rooker	x David Edwards
✓ Dora Thompson	✓ Amanda Danley	✓ Kris Johnson
	✓ Keith Hagler	x Mike Lucas
<u>At-Large</u>	✓ Stephen Head	
x Keith DuBose	✓ Mike McLeod	11 present
✓ Elizabeth Fritz		4 absent

Minutes for Review and Approval

Minutes of TLBAA board of directors meetings held on 1/9/2023, 1/13/2023 and 2/2/2023 were presented for review and approval. The only concern regarding the minutes was that personnel matters should be recorded in separate Executive Session minutes, not for public access.

- David Wars made a motion, seconded by Mike McLeod, that the minutes be accepted, pending revision to exclude personnel matters. The motion passed without opposition.

Horn Showcase Update – Elizabeth Fritz

Elizabeth Fritz reported that several members of the Horn Showcase committee went to Nashville, TN, to evaluate a potential site for the Horn Showcase. The committee decided the site in Nashville was **not** suitable for the event. The committee revisited the Canadian County Expo Center in El Reno, OK, and decided it would be a good fit for the event. The committee signed a contract to hold the event there October, 12 – 14, 2023.

The committee is discussing ideas to increase interest in the event. Ideas include Get of Sire and Produce of Dam competitions, a black & white division, and possibly live music. The committee has created a Face Book page. They are planning to post schedules and entry forms on the Face Book page.

David Wars, and others, had objections to promoting one color of cattle over another.

Committee Updates

Johnny Hicks stated that he wants the Marketing committee to be the central communication agent for all the other committees. For example, if the Beef committee needs a web site update, they would work through the Marketing committee to get the updates done. Or if the World Show committee desires advertising, they can work through the Marketing committee to accomplish it.

TLBAA Building Plans (not an agenda item)

Dora Thompson wanted to know why the TLBAA building hasn't been started. She would like to have John Parmley talk to the board about what went wrong with the previous building plans. Rather than hear a report, Johnny would prefer to see documentation of past activity regarding the building plans. He doesn't want to hear opinions from various individuals. With documentation, we have a starting point from which to work forward.

Committee Updates

World Show - Stephen Head encouraged directors to get involved in the World Show by sponsoring the event or volunteering. Stephen stated that the committee is not planning to schedule a general membership meeting into the events of the World Expo due to lack of time.

Beef - Keith Hagler stated that the Beef committee needs one (1) member from Division C. He also stated that the Beef committee would like to have some webinar software available for their use.

Marketing – Justin Georges contacted committee chairman, Mark Hubbell, to initiate communication between the liaison and the committee.

Hall of Fame – Mike McLeod is looking for members for this new committee. Mike and David Wars are working on a nomination form for Hall of Fame candidates.

Miniatures – Amanda Danley reported that she talked to Rebecca Gilbert. According to Rebecca, the committee doesn't meet often, and primarily communicates through e-mail. The committee currently needs two (2) members from Division A. There is a question regarding height measurement (Is it measured at the hook bone or the spine?) that needs clarification from the committee.

Affiliates Relations – Deb Lesyk stated that there has not been any activity since the meeting in Fort Worth during Longhorn weekend. The committee has an idea for TLBAA to supply a buckle to each affiliate to present to one of the affiliate members. Criteria for awarding the buckle is being worked on.

Zoom Update

Elizabeth reported that free Zoom accounts are only good for 40 minutes. This will not work well for TLBAA board and committee meetings. However, for \$150/year a subscriber can have unlimited minutes of Zoom meetings with features such as screen sharing and white boards. Webinars are an add-on feature that can be obtained at an extra cost. Webinars can be set up with a moderator and limited speakers so that the meeting is not a "free-for-all". Webinar subscriptions are \$80/month or \$700/year.

- Elizabeth Fritz made a motion, seconded by Deb Lesyk, to purchase a Zoom subscription (\$150/year) with a webinar add-on (\$700/year). The motion passed without opposition.

Next Meeting and Adjournment

The next BOD meeting will be at 7:00 p.m. on Thursday, March 30, 2023.

- Keith Hagler made a motion, seconded by Amanda Danley, to adjourn the meeting. The meeting was adjourned at 8:28 p.m. CST.