

TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

Board of Directors meeting
March 30, 2023, 7:05 p.m. CDT
via teleconference

Roll Call

<u>Division A</u>	<u>Division B</u>	<u>Division C</u>	
✓ Deb Lesyk	x David Wars	✓ Justin Georges	
✓ Johnny Hicks	✓ Kevin Rooker	✓ David Edwards	
x Dora Thompson (<i>resigned</i>) Johnson	✓	Amanda Danley ✓	Kris
	✓ Keith Hagler	x Mike Lucas	
<u>At-Large</u>	✓ Stephen Head		
✓ Keith DuBose	✓ Mike McLeod	12 present	
✓ Elizabeth Fritz		3 absent	

Minutes of 2/23/23 Meeting for Review and Approval

Minutes of the TLBAA board of directors meeting held on 2/23/2023 were presented for review and approval.

- Kevin Rooker made a motion, seconded by Keith Hagler, that the minutes be accepted. The motion passed without opposition.

Disciplinary Letter to Scotty O'Bryan

Johnny Hicks provided a revised version of his disciplinary letter to Scotty O'Bryan. The version presented in the 2/23/23 meeting was believed to be too generic and the board had asked Johnny to revise it.

- Justin Georges made a motion, seconded by Kris Johnson, to approve the revised letter to be sent to Scotty O'Bryan. The motion passed without opposition.

Committee Updates

Miniature – Amanda Danley reported that the committee has one (1) new member and still needs one (1) more member.

Beef - Keith Hagler reported that he has been in contact with committee chairman, Andrew Shagoury. He stated that the beef producers have not been getting invoiced for their memberships. The committee wants to know the members who have signed up as producers, but this information isn't up to date. The office is lagging on this issue.

There was a good article in the *Trails* about beef production. The committee would like to compile a list of processors that handle Texas Longhorns.

The beef committee also wants to know who is in charge of the TLBAA web site. The committee wants to get some stuff added to the site.

The committee still needs one (1) additional member.

The beef committee plans to hold a webinar on 4/29/23. They are selling sponsorships for this event.

Affiliate Relations – Kevin Rooker stated that the committee has two (2) proposals that will be addressed later in this meeting.

Horn Showcase – Elizabeth Fritz stated that the committee is bringing in sponsorships and is expanding Bull Alley.

World Show - Stephen Head stated that the committee is progressing on schedule with plans for the TLBAA World Expo.

Marketing – Per Justin Georges, the committee had a meeting but the liaison was not notified.

Hall of Fame – Mike McLeod stated that six (6) members have been selected for the committee. The committee members are Keso Kety, Helen Cloakley, David Wars, Terry King, Daniel Fey and Melissa Boerst. The committee has not held a meeting yet.

Committee Descriptions

Johnny wants to have a Zoom meeting with all of the committee chairs and liaisons to standardize descriptions, roles and responsibilities.

New Breeder Packet

The new breeder packet that Johnny wanted to present was not attached to the agenda e-mail. As a result, there was nothing for the board to review. Johnny wants the board to start thinking about how to implement a New Breeder packet.

Foundation Update

Johnny has been in contact with the Texas Longhorn Foundation and had updates on several topics. Johnny stated that the foundation is developing a business plan. The foundation has recently been approached by a developer who would like to lease the foundation's land in the Fort Worth Stockyards for a hotel. There may be deed restrictions against this, so the proposal is being discussed with a lawyer. The foundation has a new set of drawings for a building. Johnny suggested to the foundation board that they should have a booth at the Horn Showcase to raise awareness and raise funds.

Affiliate Proposals

Affiliate Buckle – The Affiliate Relations committee submitted a proposal for the TLBAA to provide a trophy buckle to each affiliate for the affiliate to use as they see fit in recognizing one of their members. The intent is to recognize the “boots on the ground”, the people who are working at the local level to promote Texas Longhorns, the local affiliates and the TLBAA. This is a one-time promotion, not a yearly award.

- Kevin Rooker made a motion, seconded by Stephen Head, to proceed with the “Boots on the Ground” buckle award as proposed by the committee. The motion passed without opposition.

2020 Cows – The Affiliate Relations committee submitted a proposal for a photo contest of cows born in 2020. The intent is to provide a competition in which all members can participate, different from shows and futurities. This would be similar to the Affiliate Princess & Prince competition that was held in past years, and similar to the Colorful Calf contests of the last few years. Cows born in 2020 are being emphasized because 2020 was the year that “changed the world” with the COVID-19 virus outbreak.

- Kevin Rooker made a motion, seconded by Stephen Head, to proceed with the 2020 Cow competition proposal as presented. The motion passed with one (1) opposition vote.

TLBT Youth Advisor Restructure

Johnny stated that he is pleased with the negotiations going on between the World Show Committee and the TLBT Youth Advisors. Johnny strongly believes structure is needed for the advisor panel (advisor committee).

David Edwards suggested that the TLBT Advisors not be a sub-committee of the World Show Committee. Johnny stated that “ultimately the TLBT advisors are responsible to the TLBAA Board of Directors”. They don’t necessarily have to be a sub-committee of the World Show Committee. The important thing is that they have a documented structure.

- Keith DuBose made a motion, seconded by David Edwards, to assign Kevin Rooker as a negotiator/mediator to help the TLBT Advisors and the World Show Committee resolve the issues with a documented structure, roles and process. The motion passed without opposition.

Zoom Update

Elizabeth will follow up with Myra to see if the Zoom subscription has been initiated.

Next Meeting and Adjournment

The next BOD meeting will be at 7:00 p.m. on Thursday, April 27, 2023.

- Kevin made a motion, seconded by David, to adjourn the meeting. The meeting was adjourned at 9:03 p.m. CDT.