

TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

Board of Directors meeting
March 7, 7:00 p.m. CST
via Zoom

Roll Call

<u>Division A</u>	<u>Division B</u>	<u>Division C</u>
✓ Deb Lesyk	✓ Josh Gentry	x Justin Georges
✓ Johnny Hicks	✓ Kevin Rooker	x Walker Hance
✓ Tom Ryder	✓ Amanda Danley	✓ Kris Johnson
	✓ Keith Hagler	✓ Dave Berry (exited early)
<u>At-Large</u>	✓ Stephen Head	
x Keith DuBose	✓ Mike McLeod	12 present
✓ Elizabeth Fritz		3 absent

Secretary's Report

The minutes of the TLBAA Board of Directors meeting held on 2/8/24 were presented for review.

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

Treasurer's Report

Elizabeth Fritz stated that TLBAA's income is in the "black". She and the financial staff are currently working on a budget. The association was able to resolve a fraud issue without getting new checking accounts. Elizabeth described the various money market accounts and corresponding banks used by TLBAA. She is not sure why we have two checking accounts; we may want to consolidate two operating checking accounts into one. We may also want to change the credit cards used by the staff.

TLBAA has four primary revenue streams: memberships, registrations & transfers, events and the *Texas Longhorn Trails*.

We should get a Point of Sale (POS) device and an i-Pad with an app to provide payment options.. We also need to integrate membership payments and payments for registrations & transfers into Digital Beef (HORNS). Each of these will make it easier for members to pay for services and reduce the need for invoices.

- Tom Ryder made a motion, seconded by Amanda Danley, that the treasurer's report (verbal, as recorded above) be accepted. The motion passed without opposition.

Office Update

Josh Gentry will provide a questionnaire to the TLBAA office staff next week (Wednesday, March 13th) to get their input on possible issues. The information received from the staff via this questionnaire should help determine if the organization would benefit from the hiring of a CEO.

Discuss Using Zoom for Meetings

This was the first board of directors meeting to utilize Zoom rather than a teleconference. No one reported any issues connecting to the meeting. Will continue to conduct BOD meetings via Zoom.

Texas Longhorn Trails Back Cover Proposal

The board received a proposal from Josh Gentry regarding the back cover of the *Texas Longhorn Trails* magazine. Currently the back cover of the magazine is sold to Dickinson Cattle Company at a price of \$850 per month. Apparently, there is not a contract covering this arrangement; it is just something that has been done for a long time. The proposal is to sell the back cover of the magazine to the Horn Showcase Committee for \$1,000 per month, beginning in January, 2025. This would increase the monthly income for the magazine and provide an item that the Horn Showcase could sell to increase the event income.

- Kevin Rooker made a motion, seconded by Tom Ryder, to accept the proposal to sell the back cover of the *Texas Longhorn Trails* to the Horn Showcase Committee, beginning in January, 2025. The motion passed without opposition.

Affiliate Handbook Rule Change Proposal

The board received a proposal from the Heart of Texas affiliate to allow some flexibility as to where affiliate events can be held. Per the proposal, when an affiliate wants to hold an event in the home territory of another affiliate, the president of the requesting affiliate will contact the president of the affiliate in whose territory the event is to be held to request permission to hold the event. A response should be provided to the requesting president within ten (10) days. If no agreement is reached, the requesting affiliate can appeal to the TLBAA executive committee for a decision.

- Stephen Head made a motion, seconded by Kevin Rooker, to accept the proposal. The motion passed without opposition.

Qualifying Show Fee Proposal

The board received a proposal from the World Show Steering Committee to increase the record-keeping fees associated with qualifying shows. The current fee schedule is \$5 per entry if the show chairman enters the data into HORNS; the fee increases to \$8 per entry if the TLBAA office staff has to enter the data. Trophy steers, haltered miniature steers and group classes (Produce of Dam and Get of Sire) are currently exempt from the fees.

The proposal will eliminate the exemptions so that all entries are required to pay the record-keeping fee. Also, the fee schedule will increase to \$8 if data is entered by the show chairman and \$10 if entered by the TLBAA staff. Finally, the fee will be called the HORNS Office Fee.

- Elizabeth Fritz made a motion, seconded by Tom Ryder, to accept the proposal. The motion passed without opposition.

Show Results Proposal

The board received a proposal from the World Show Steering Committee regarding the timeframe for submitting results from qualifying shows. According to the TLBAA Handbook, results are to be submitted to the TLBAA within seven (7) days of the show's completion. Unfortunately, many of the show chairmen do not submit the results in this timeframe. Delays in results can have a negative impact on the qualifying status of animals in subsequent shows. In order to receive the results in a timely manner, the committee has recommended a late penalty that increases with the length of the delay. After 10 days, a reminder letter will be sent to the show chairman. After 15 days, a \$100 penalty will be assessed. After 20 days, the penalty will be \$250, and after 30 days, the penalty will be \$500 and the World Show Committee will determine if the results will be accepted.

- Keith Hagler made a motion, seconded by Kevin Rooker, to accept the proposal. The motion passed without opposition.

Meeting Adjournment

- Kevin Rooker made a motion, seconded by Elizabeth Fritz, to adjourn the meeting. The meeting was adjourned at 7:59 p.m. without objection.