

TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

Board of Directors meeting

November 6, 2025 7:30 p.m. CST

Via Zoom

Roll Call

<u>Division A</u>	<u>Division B</u>	<u>Division C</u>
✓ Matt Bourbon	Vacant	x Justin Georges
x Mark Hubbell	✓ Kevin Rooker	x Walker Hance
x Tom Ryder	✓ Amanda Danley	✓ Kris Johnson
	✓ Keith Hagler	✓ Dave Berry
<u>At-Large</u>	✓ Stephen Head	
✓ Keith DuBose	✓ Mike McLeod	10 present
✓ Elizabeth Fritz		4 absent

Secretary's Report

Minutes of the TLBAA board of directors meeting held on October 15, 2025 were presented for review and approval.

- Matt Bourbon made a motion, seconded by Stephen Head, to accept the meeting minutes. The motion passed without opposition.

Treasurer's Report

Elizabeth Fritz presented a detailed comparison of financial data between the current and previous year, highlighting differences in membership renewals, payroll, and marketing expenses. Membership numbers showed a decline of about 500 members, though recent efforts have resulted in 237 renewals and 14 new lifetime members. The board discussed the impact of switching from paper to online renewals, with Elizabeth noting that mailing letters in October led to a significant increase in renewals. The board agreed to consider sending another round of letters.

The board discussed membership retention and recruitment strategies. Dave Berry suggested targeting cattle associations and real estate magazines focused on ranch properties for marketing efforts. The board agreed to form a subcommittee to further develop these marketing ideas and explore potential partnerships with organizations.

- Amanda Danley made a motion, seconded by Kevin Rooker, to accept the treasurer's report. The motion passed without opposition.

Marketing

The board discussed concerns about their current marketing strategy, including a contract with a company that was supposed to run through August, but was behind on content. After reviewing the marketing performance, which showed low click-through rates and limited engagement, the board voted to cancel the contract effective immediately. The board also discussed the need to establish clear marketing goals and determine who would be the primary contact for managing marketing efforts going forward.

Fort Wort Herd Sponsorship

The board discussed their sponsorship with the Fort Worth Herd, where TLBAA is currently listed as a top sponsor at the \$25,000 level. Kevin Rooker agreed to contact the new herd boss, Georgia Cartwright, to explore benefits and discuss potential activities for Longhorn Weekend, including a possible member reception and the possibility of having herd animals participate in the steer show.

Nominating Committee

Mark Flichum asked the board to change the listed breeder status for a heifer out of a cow he had previously owned. The handbook states the breeder of an animal is the owner of the dam in the TLBAA database at the time of service.

- Dave Berry made a motion, seconded by Amanda, to dismiss the request for a change in breeder status. The motion passed without opposition.

AI Certification

Kevin Bryant requested an AI Certification number for a bull before all testing requirements were completed.

- Kevin Rooker made a motion, seconded by Keith DuBose, to dismiss the request for an AI Certification number without meeting all requirements. The motion passed without opposition.

Horn Showcase Committee

Matt Bourbon notified the board that there were open positions on the Horn Showcase Committee. Committee nominations will be accepted until December 1, 2025 and the new committee appointments will begin in January.

Trails Update

The board discussed mailing timelines for the November and December Trails magazines, with a decision to ensure all publications go out together to avoid separate mailing costs. Included with the December magazine will be the Eddie Wood Sale catalog and the yearly calendar.

Meeting Adjournment

- Kevin Rooker made a motion, seconded by Matt Bourbon to adjourn the meeting. The meeting was adjourned at 8:52p.m. without objection.