



TEXAS LONGHORN BREEDERS

GULF COAST ASSOCIATION

Board of Directors meeting

March 12, 2019

Saltgrass Steakhouse, Meyerland Plaza, Houston, TX

Attendance

Kathy Lewis	Felecia Jones
Luis Medina	Kyle Drennan
Stephen Head	Rick Friedrich
Leigh Salisbury	Steve Azinger
Helen Cloakey	

Stephen Head opened the meeting with prayer.

Minutes of previous meeting

Reviewed minutes of meeting held on February 5, 2019. After review a motion to accept the minutes was made by Felecia Jones and seconded by Luis Medina. Motion passed.

Financial report

The Monthly financial report was presented.

The previous balance on 1/31/19 was around \$110,269.93.

After checks and debits (including scholarship payouts, futurity and sale costs) our ending bank balance on 02/28/19 was around \$115,901.50.

Cattle Baron Sale and Winchester Futurity Recap

The Board of Directors evaluated the Sale and Futurity. Take-aways from both events were discussed and ideas were brought forth as to how to improve the sale in the futurity. Among the list of ideas: Finding a new venue; Re-evaluate commission; cut the number of sales; mass marketing techniques; change the time of year; changing the way we structure the catalog/sale order. We talked about ways to get the room full of buyers that may not be just breeders.

Futurity event was very well attended and the turnout was amazing. We talked about restructuring possibly by cutting some of the larger classes in half and then bringing the top animals back for revaluation. The Facebook ads did well and reached a significant number of people.

Rick discussed an issue with Mid-Tex about excessive cleaning and we all agreed

to pay them the set amount agreed upon in the contract along with a down payment for next years event.

Scholarship Committee

The committee must receive all entries for scholarships by March 15. So far the committee has received one application. We reviewed that one application as a group.

Spring Show

Awards are almost completed, judges have been selected, concessions are being provided by the Rivera's as well as the BBQ dinner on Saturday Night. Helen C., Luis M., and Mark Daniels will be in charge of ring stewarding during the event that will be held May 4 and 5 at Miracle Farm in Brenham, Texas. Rick F. will start working on sponsorships for buckles and t-shirts.

Matters For the Floor

Stephen Head discussed TLBAA general membership information, including the vote to shrink the directors and DNA verification process.

The meeting was adjourned by Stephen Head.
The next meeting will be held on April 2, 2019.

Minutes recorded by Leigh Salsbury.