

2022

Spring Board of Directors Meeting

May 19, 2022 – 3:00 PM CST

GoTo Meeting- Virtual Platform

MINUTES

OFFICERS PRESENT: Barry Smith, President
David Miller, Secretary/ Treasurer

STAFF: Joe W. Mask, PhD, Executive Vice President
Morgan Thomas, Director of Communications/ Youth
HC Neel, IV, Director of Association Services
Iridiana Ibarra-Leal, Registrations/ Transfers

DIRECTORS PRESENT:

Alfredo Muskus, Jr.	Scott Satterfield
William E. Fenn	Steven “Steamer” Swaner
Carl Lambert	Pasquale Swaner
Terry Novak	Natalie Herzog
Barry Smith	Carson Watkins
Randall Tipp	David Miller
Charolette Smith	Teresa Moreno
Catherine Neumayr	Danny Hughes
Sam R. Sparks	Cyana Briles
O.W. Schneider	Michael D. West
Joe Ward	Steve Wilkins
Wes Schneider	Ricky Hammonds
Carl Glass, Jr.	Danny Villamil
Patricia Collins	Angel Eveline
Kelvin Moreno	Alberto Banuet

PAST PRESIDENTS PRESENT:

Ed Cullers
Jim Williams
Loren Pratt

The meeting was called to order at 3:00 PM CST by President Barry Smith. Dr. Joe W Mask, ABBA Executive Vice President led the group in prayer. Dr. Mask then reported that a quorum was established with the amount of directors present after checking attendance on GoTo Meeting.

Dr. Mask then gave an overview of the ABBA Finances including the Profit & Loss Report as well as the Balance Sheet. President Smith then gave an update in terms of the status of the Building Lease negotiations with the Texas A&M University System. He discussed that the initial potential of this project was very bright, but upon more discussion with TAMUS, it just didn't seem feasible and that we will hear more about this in the Finance Committee Report.

President Smith then asked if everyone had the opportunity to review the minutes that were emailed out to directors of the previous meeting. Michael West moved to approve the minutes as presented, seconded by Carl Lambert. Minutes approved. They will be posted on Brahman.org.

Dr. Joe Mask then began presenting the Committee Reports.

The Finance Committee met on May 16, 2022 and had multiple items on their agenda. The ABBA building lease with TAMUS was discussed and a motion was made by Kelvin Moreno to not pursue the lease any further with TAMUS. Motion Passed. A motion was made by Val Walters Write off delinquent accounts with balances under \$100.00 as long as the member account was not active. Motion Passed. A motion was made by Val Walters for all pass due accounts that were at least 90 days or more outstanding to freeze the account and no work shall be done until the balance is paid in full. Motion Passed.

The Communications Committee met on April 11, 2022 and again had multiple discussion topics. They discussed moving forward with the previously approved photoshoot with Joelynn Rathmann that was delayed due to weather. The topic of rebranding was brought up again and discussed at great length in terms of unifying our message. It was also discussed to utilize the primary circle ABBA logo for use in all communications. Social Media was also discussed and efforts to diversify and make content more engaging. No Action Items were presented.

The Show Committee met on May 2, 2022 to discuss different items coming up in the year. Randal Tipp presented the selection and placements of the Color Classification and Judge Replacement Committees. Weights and Measures Parameters for the 2022 AJBA All American were discussed and a motion was made by Mike England to accept the parameters after the weights were reduced by 25 pounds across the chart, seconded by Steve Hudgins. Motion was approved. Due to time restraints, this motion was ratified by the Executive Committee.

The Research and Breed Improvement committee met on April 27, 2022 with an extensive agenda of important topics of discussion. HC discussed the results from the 2021 ABBA EAR Program including the Warner- Bratzler Shear force data on 3 of the 4 loads of steers. The postponement of the 2022 EAR and Bull Programs until 2023 was also discussed. The following mission statement for the committee was adopted: “Development and implementation of ideas to help Brahman members be more profitable.” The following goals were also set for the committee: 1. Improvement of Quality Grades in Brahman Cattle 2. Structure & Fertility 3. Education. Multiple other avenues were discussed in addition to assisting at the All American.

The Youth Activities Committee met on April 14, 2022 where the main focus of discussion was the 2022 AJBA All American. Morgan Thomas gave an update in terms of planning and the AJBA Board of Directors. Details regarding the facilitation of the event such as an RFP for an official photographer, extra scales, and signage were also discussed.

The Marketing Committee met on May 13, 2022 to discuss the ABBA National F1 Female sale and other aspects of the committee. Dr. Mask gave a financial report of the event and shared that none of the budgeted \$25,000 from the ABBA was utilized in the facilitation of this sale. Overall, the committee and staff felt that this was a highly successful sale. Tentative dates were looked at for the 2023 sale and discussions are in the works on possible locations. An update was given in terms of the proposal from Texas Monthly, which was later dismissed due to being out of the scope of our set budget.

The International Committee met on May 6, 2022 to discuss efforts of the committee for the upcoming year. A compilation of an international show list was discussed and proper channels of communication. A motion was made by Kelvin Moreno to purchase 2 sets of 2022 generic belt buckles and 2 sets of generic belt buckles with no date. Motion Passed. The committee decided to send buckles to all national shows, American judged shows and any other show we have a delegation attending. A motion was made by Steamer Swaner to Provide a Grand and Reserve belt buckle at Expica in Nicaragua. Motion Passed. A motion was made by Judd Cullers to provide both Grand and Reserve belt buckles for the World Brahman Congress in Paraguay. Motion Passed. The USLGE Budget for 2022 was discussed as being \$40,000 and the submitted 2023 budget is \$80,000. A motion was made by Kelvin Moreno to pay for the cost of the voiceover translation into Thai and Spanish not to exceed \$500.00. This is contingent on communications committee approving the video and paying for it and with the understanding that the ABBA will own the video. Motion Passed.

The Membership Committee met on May 5, 2022 to lay out goals and discussion for the coming year. After much discussion in regards to the AJBA All American, Michael West moved to provide snow cones, coffee and donuts at the AJBA All American sponsored by the membership committee. Motion passed. Statistics in regards to membership standings were presented and discussed by Dr. Joe Mask. As of May 5th, we have renewed 87% of the total memberships from 2021. Looking across the numbers we are retaining and growing in terms of memberships since 2010. A creation and implementation of an updated New Member Brochure was also discussed.

The DNA Committee met on April 28, 2022 in regards to what the purpose and goals of this committee would be. Following much discussion, it was requested by committee members that HC develop a 3-year plan to be brought back to the committee for review at the next meeting. It was also discussed to create some sort of a platform where committee members could effectively and timely keep up with updates, such as a Google Doc.

After the conclusion of the reports, President Smith then moved into discussing the actions that came from these reports. The following action items were presented:

FINANCE COMMITTEE

1. Not pursue the lease any further with TAMUS. Motion Passed.
2. Write off delinquent accounts with balances under \$100.00 as long as the member account was not active. Motion Passed.
3. All pass due accounts that were at least 90 days or more outstanding to freeze the account and no work shall be done until the balance is paid in full. Motion Passed.

INTERNATIONAL COMMITTEE

1. Provide a Grand and Reserve belt buckle at Expica in Nicaragua. Motion Passed.
2. Purchase 2 sets of 2022 generic belt buckles and 2 sets of generic belt buckles with no date. Motion Passed.
3. Provide both Grand and Reserve belt buckles for the World Brahman Congress in Paraguay. Motion Passed.
4. Pay for the cost of the voiceover translation into Thai and Spanish not to exceed \$500.00. This is contingent on communications committee approving the video and paying for it and with the understanding that the ABBA will own the video. Motion Passed.

MEMBERSHIP COMMITTEE

1. Provide snow cones, coffee, and donuts at the AJBA All American Sponsored by the membership committee. Motion Passed.

President Smith gave the report of the ABBA President. He discussed what the next steps will be in terms of a building/ land lease. In addition, he discussed updates in terms of DNA and his

plans for the upcoming Summer Board of Directors Meeting in Mercedes, TX held in conjunction with the AJBA All American.

In new business, Dr. Joe W. Mask brought up the possibility of expanding current office space into Suite 304 at the current Galindo Building. Discussion was had.

Kelvin Moreno moved to adjourn the meeting, seconded by Randall Tipp. Meeting was adjourned at 4:08PM CST.

DRAFT