

BBU BOARD MEETING
FRIDAY, OCTOBER 21, 2022, 10:00 AM
OMNI OKLAHOMA CITY HOTEL
OKLAHOMA CITY, OK

President Larry Meacham called the meeting to order.

Director, Clay Howell opened the meeting in prayer.

Secretary Kendall Mc Kenzie called roll with the following in attendance:

Larry Meacham	Kito Saenz	Lauren Lyssy
Derek Thompson	Jerry Davis	Ronnie Teague (Zoom)
Chris Kauffman	Clark Jones	Ty Agee (Zoom)
Kendall McKenzie	Mike Moss	Bob Siddons
Cindy Emmons	Clay Howell	Dr Joe Mask
Lorenzo Lasater	Dave Loftin	Collin Osbourn

President Meacham introduced the new BBU Executive Vice President, Dr. Joe Mask and allowed him to address the board. Mask shared that there are three things that are important to him: Faith, Family and bos indicus cattle – in that order. Mask is excited to be with a breed that is moving forward. He shared that on the past Monday, an E6 heifer won the ARB Show. The demand for Beefmaster Cattle is growing. The six essentials are something that every breed association should look at, specifically disposition and fertility. Dr. Mask stated that he has an open line of communication. If he can't be reached by phone, leave him a voice mail or send him a text and he will get back with you. He thanked the board for the confidence displayed in him and thanked Collin for his hard work and help during the transition and the rest of the staff for their help as well.

Dr. Mask introduced the newest BBU team member Laurel Kelley. Laurel comes to us from the Texas Beef Council. She is from a very active agricultural family in the Yokum area. Kelley will be serving as the new JBBA Director and Coordinator. Laurel took a moment to address the board and share some of her goals and excitement about being on board.

President Meacham entertained a motion to approve the minutes from the May 27, 2022, meeting.

Lorenzo Lasater moved to approve the minutes as presented and Dave Loftin seconded the motion.

With a vote the minutes were approved.

Financial Report – Treasurer Chris Kauffman explained to the board that the September Financials were just received that morning. Kauffman indicated to the board that he would go over the September financials and present the 2023 budget in his report. Kauffman addressed line items that were up or down and brought up items such as funds from the sale of the building and the purchase of Nolan Ryan steers for the feed out program (the completion of that program is still pending so the gain or loss will be added to the income statement once we have a full financial statement from it). Kauffman noted the association has invested in six month T-bills to get the best interest rates on income from the sale of the building and such, noting that as one six month T-bill rotates off another six month T-bill is purchased at the current interest rate. Kauffman shared that with the purchase and sale of the building, with improvement and occupancy expenses considered (while we were in the building), that the association

had earned just over 3.6 percent on the funds we had invested into the building and in essence we had the building rent free while we were there. Kauffman completed his explanation of the September balance sheet and entertained questions from the board. With no questions or inquiry, Kauffman moved into the 2023 budget.

Treasurer Kauffman referred the board to the proposed 2023 budget spreadsheet as he spoke to various line items such as convention - that was intentionally kept neutral (breakeven) and memberships and dues which were increased slightly (4% increase) to keep it in line with the 2022 and previous year budgets. Chris stated that the 2023 budget is conservative in nature from an overall market standpoint. The drought, the US economy and uncertain export markets were all considered in preparing the 2023 budget. Kauffman entertained questions on the income line items of the proposed 2023 budget. With no questions presented, Chris continued his presentation with the expense side of the proposed 2023 budget. He covered the advertising budget breaking down the various parts, staff expenses for travel, office space, credit card fees, insurance fees, accounting services and audit fees, DNA fees, miscellaneous move expenses, etc. Kauffman stated often that the 2023 proposed budget was conservative. With no questions, the presentation of the 2023 proposed budget was completed. President Larry Meacham entertained a motion to approve the proposed 2023 BBU Budget. **Jerry Davis made a motion to approve the 2023 Budget as presented. Lorenzo Lasater seconded the motion and the motion carried.**

B.E.E.F. President Lorenzo Lasater – reported that the Foundation is doing great. The foundation for the future campaign has 1.459 million pledged and those pledges are 76 percent collected. Lorenzo spoke of the recent unsteady markets and his confidence that with continued contributions we will be able to make up for losses as the markets go back up. This past year B.E.E.F. was able to take on management of the investment accounts and the scholarship accounts of SEBBA and Lone Star BBA. B.E.E.F. also invested in fundraising software this year called ARRIVA which will allow for online contributions. With Roger Fuller's retirement as the B.E.E.F. administrator/secretary, Kylie McIntosh has taken on this role and has been learning the new software with Lorenzo. B.E.E.F. had elections over the summer for four board members. All four said they would continue to serve if elected. Three were unopposed, Debbie Cheatham, Ty Agee and John Pierson. Marie Welkener won against her opponent so she will continue to serve. B.E.E.F. by-laws also allow BBU to nominate one at large board member each year and the B.E.E.F. Board would like to see Bub Epley nominated for the at large director. Next year three board members will term out at six years served and Epley is a willing candidate to run for one of those positions. Additionally, Lorenzo Lasater, Clark Jones and Debbie Cheatham have agreed to serve another year as President, Vice President and Secretary of B.E.E.F. if approved by the BBU Board. **Clay Howell made a motion to appoint Bub Epley as a member at large on the B.E.E.F. Board. Dave Loftin seconded the motion and the motion passed.**

Jerry Davis made a motion to approve the re-elections of Debbie Cheatham, Ty Agee, John Pierson and Marie Welkener as directors and to approve keeping Lorenzo Lasater as president, Clark Jones as Vice President and Debbie Cheatham as Secretary of B.E.E.F. Dave Loftin and Clay Howell seconded and the motion carried.

UPDATE ON MOVE – Dr. Mask stated that we have signed a 33 month lease with a 30 or 36 month option should we need it. It is a multi-tenant building. There are still some things to be worked out with

the A&M System and the Chancellors office about possibly building a building on campus near the Beef Center. Hopefully we will have something to present to the Board of Regents when they meet in May. Dr. Mask reported that as we move to the office in Bryan, we will move from a stationary server to a cloud-based system. We will keep the same phone number on our new phone system so no one has to learn a new number. We have a PO BOX in Bryan to receive mail (so we don't have to keep changing addresses as we may move). The first move is scheduled for November 1 and the second for December 19th. The goal is to open the new office on January 2nd ready to start work. Moving to Bryan gives us the opportunity to hire interns and student workers and build a workforce. Meacham shared that the vision of having all American breeds under one roof and to have room to hold board meetings and a place to host field days and access to show barns.... presents us many opportunities. The plan is currently in the preliminary stages.

2023 CONVENTION – DAVE LOFTIN announced that we should have contracts for events at least 3 years out. We do not currently have a contract for next year, 2023, so that is a concern. Loftin noted that one idea was to have the convention in College Station in 2023. Football schedules were a conflict. Consideration and ideas were discussed: Changing the dates, having it in conjunction with Jr. Nationals and possibly changing the days of the week that we have it. After much discussion, Ruben Gutierrez was going to check into South Padre Island Hotels for availability for the 2023 convention. Loftin reported on the 2022 convention noting that registrations were down from last year and we were struggling to meet our room block.

WINTER BOARD MEETING – President Larry Meacham – invited discussion for the next board meeting. The board meeting will be held on Thursday, March 2, 2023, at 4:00 p.m. in Houston.

EVP REPORT – Dr. Joe Mask shared his goals and vision for Beefmasters.

- Marketing is at the top of the agenda. How do we successfully market our product?
 - Print Ads are very important. Many still like flipping pages and having something to hold in their hand.
 - Social Media – we have to utilize the platforms where the younger breeders are also, so including digital ads is important for that audience
- We must learn to utilize the data we collect
- We need more feed out programs
- We need mentorship programs
 - spend time with your buyers
 - get them involved and help them succeed
- We also need a registry system that will:
 - Allow breeders to complete their work online and make a payment for that work online too
 - Allow the office and breeders to pull whatever reports we need by setting desired parameters without having to contact the programmer

Mask asked for approval to spend the estimated \$13,000 to scan records and reduce files and paperwork. President Meacham told the board that he asked for the scanning to be done to reduce

some of the paperwork we had accumulated over the years. **Clark Jones made a motion to move forward with the scanning and Clay Howell seconded the motion with no one opposed.**

NEW BUSINESS – There was no new business.

PRESIDENT'S REPORT – **President Meacham** shared with the board what was important to him coming in as President and leaving as President was the relevancy of our breed and the sustainability going forward. Using the technology that has been presented and going back to the six essentials that Lorenzo's grandfather came up with is so important in any breed. We must utilize the tools we are given to continue to move forward as a breed. Meacham stated it has been an honor and leaves excited to see what the future holds for the breed. He offered appreciation for the board and thanked them for their support. We are Beefmaster Breeders United and United we will be going forward.

Meacham entertained a motion to adjourn. **Clay Howell made the motion and Cindy Emmons seconded and the meeting adjourned.**