

Texas Braunvieh Association (TBA)

Board of Directors Meeting Minutes

Date: August 2026

Time: Meeting called to order at 7:05 PM

Location: Virtual Meeting

Presiding Officer: Allen Jacobs

Call to Order

President Allen Jacobs called the meeting to order at 7:05 PM after confirming a quorum was present.

Opening Prayer

The opening prayer was offered by Leslie.

Roll Call

Board members present included:

- Allen Jacobs
- Kelby Dennard
- Collin Alexander
- Leslie
- Sarah Galloway
- Clydene

A quorum was established.

Approval of Previous Meeting Minutes

Special Meeting Minutes – June 22

A motion was made by Collin Alexander to approve the June 22 special meeting minutes regarding the Braunvieh Bonanza decisions. The motion was seconded by Kelby Dennard.

Vote: Motion carried unanimously.

Regular Meeting Minutes – July 13

A motion was made to approve the July 13 meeting minutes. The motion received a second and was opened for discussion.

Vote: Motion carried unanimously.

Financial Report

The Board noted that a formal financial report was not available for review. Discussion centered on the balance sheet previously distributed to board members.

Highlights:

- State Show funds reported reflect the deduction of the TBA 5% retention.
- Outstanding reissued checks have already been accounted for, although not all have cleared the banking system.
- Current activity remains largely routine with revenue being generated through:
 - Calendar advertising sales
 - Judging contest entry fees

The full financial report will be reviewed at the next board meeting.

Committee Reports

Advertising Committee

Clydene reported:

- Social media page views have increased; however, audience engagement has decreased.
- A new website advertiser was secured, generating an additional \$50 in revenue.
- Calendar advertising sales remain strong, with approximately 2¼ additional pages sold compared to prior years.
- Calendar project is projected to generate approximately \$600 in profit.
- Calendar publication is targeted for submission around September 15.

Ambassador Program

- Ambassadors have assisted with calendar advertisement sales.
- Ambassadors are actively supporting preparations for the upcoming Judging Contest.

Finance Committee

Kelby Dennard reported no additional items beyond normal business activity related to calendar sales and judging contest preparation.

Fundraising Committee

- A fundraising committee meeting is scheduled for Thursday at 7:00 PM.
- Additional information and recommendations will be presented following that meeting.

Bonanza Committee Update

Discussion was held regarding the revised Bonanza rules.

Key Points:

- Previous language concerning “good standing” requirements was removed from the rule set.
- Rules will likely not need to be posted until after publication of the Fort Worth premium book.
- Board members were encouraged to review the revised rules and submit any questions prior to the next board meeting.

Fort Worth Advertisement

Leslie confirmed that the TBA advertisement for the Fort Worth premium book was completed and submitted following the previous meeting.

Old Business

Merchandise and Logo Development

Clydene reported that ideas for TBA caps, shirts, and logo items were submitted to Megan; however, no response has yet been received.

Calendar Project Update

- Limited advertising space remains available for additional small advertisements.
- Unsold areas may be utilized for promotional content highlighting TBA membership and Brangus education.

- Calendar production remains on schedule for distribution before the Tulsa event.

Fort Worth Judges

The following judges have been secured:

Junior Show Judge

- P.J. (contract completed)

Open Show Judge

- Case LaRoe (contract pending execution)

The Board noted that both selections were financially favorable, with Fort Worth covering expenses associated with the open show judge.

New Business

Membership Applications

The following new membership applications were presented:

- Heisterman Family
- Daniel Roberts (Kentucky)
- Larry McAfee (Illinois)
- Julie Pack (Texas)

A motion was made to approve all membership applications and was seconded by Kelby Dennard.

Vote: Motion carried unanimously.

Fort Worth Annual Membership Meeting

Fort Worth Stock Show management requested confirmation regarding meeting space for the TBA Annual Membership Meeting.

The Board agreed to reserve the same meeting room used during the previous year:

- **Location:** Cactus Room
- **Time:** 10:00 AM
- **Date:** Sunday during Fort Worth activities

Board consensus supported maintaining the same format and venue.

Judging Contest Update

Clydene provided the following update:

- Invitations have been distributed to agricultural teachers, extension agents, colleges, and universities throughout Texas and neighboring states.
- New prospective participants have expressed interest.
- Contest banners have been received.
- Buckles have been ordered.
- Food planning is underway.
- Tom Cefalu's family has agreed to provide jambalaya for the event.
- Clarendon College purchased a full-page advertisement in the TBA calendar.

Board members were encouraged to continue promoting the event and sharing information within their networks.

Additional Discussion

The Board discussed:

- East Texas State Fair enrollment deadlines approaching prior to the next meeting.
- Upcoming Judging Contest activities.
- Tri-State Fair activities occurring shortly after the next board meeting.
- Communication efforts with members via email and text messaging.

Collin Alexander also noted for the record that:

- Megan's proxy was assigned to him.
- Jason's proxy was assigned to Kelby Dennard.

Next Meeting

The next regular Board of Directors meeting was scheduled for:

Date: September 14, 2026

Time: To be communicated via calendar invitation

Adjournment

A motion to adjourn was made and seconded.

Vote: Motion carried unanimously.

President Allen Jacobs adjourned the meeting at **7:33 PM**.

Approved by Board of Directors at meeting held on 09/14/2026.

A handwritten signature in blue ink, appearing to read "Allen Jacobs", with a long horizontal flourish extending to the right.

2026 TBA President