

Texas Longhorn Cooperative  
September 17, 2008  
Citizens National Bank  
Midlothian, TX  
Board of Directors Meeting Minutes

Attending: Paul Braswell, John Donaho, Gregg Kirkpatrick, Cindy Kirkpatrick, Josh Kirkpatrick, Arlys Murphy, Cindy Rotolo, George Rotolo, George Slayton, Tristine Slayton

On conference call: Sandy Martin, Ralph Martinez, Wes Watson, Marvin Echols

Guests: Jean Smith, T.M. Smith, Mr. and Mrs. Joe Wissel

Meeting called to order 7:40pm by Gregg Kirkpatrick.

Tristine Slayton read last meetings minutes, Paul motioned to approve the minutes, John Donaho 2<sup>nd</sup>, approved.

Arlys Murphy read Financial Statement. George Slayton motioned to approve the financial report, Cindy Rotolo 2<sup>nd</sup>, approved.

**CENTRAL MARKET UPDATE**

George and Tristine Slayton met with Greg Smith and Andrew Guerrero at Central Market Headquarters in Dallas and discussed our next steps to get TLC beef on Central Market's shelves. Gregg Smith wants TLC to have a full advertising program together, i.e. brochures, banners, etc. Tristine Slayton, George Slayton and Paul Braswell have been working on the brochure.

Central Market wants the following cuts of meat:

- Ribeye
- Fillet
- Central Cut Sirloin
- Chuck Roast
- London Broil
- Stew Meat
- Chili Meat
- Ground Beef

There will be a 10 day on cut meats – by the time it reaches the store shelves it will have a 14 day age to them.

George Slayton explained the COOL program that USDA has just implemented (Country of Origin Labeling).

George Slayton proposed we go ahead and have the caloric and shelf testing done and freeze the rest – then we can have the advertising done and can go straight to the store shelves.

### **AFFIDAVIT**

There are some changes to be made to the affidavit to comply with the COOL program. George Slayton is going to speak with USDA. Board was worried about #2 on the grass fed affidavit and would like it to say that the animal has to be 7/8 longhorn. This discussion has been tabled until the next meeting.

### **GRANT**

Tristine Slayton wrote a proposal for a USDA grant in March. TLC has been granted the award money of \$39,870 to be used towards building a marketing plan to sell TLC products at Farmers Markets. Tristine Slayton explained the grant guidelines and what the funds can be used for. One item it does cover is a refrigerated truck in order to transport meat. Board was worried about insurance cost. George Slayton will look into insurance costs.

### **SALARY**

George Rotolo brought up the need to explore ways to get George Slayton a salary. Once TLC starts rolling and getting meat on Central Markets shelves – the demands on George Slayton will amplify quite a bit. George Slayton expressed his worries that he will not be able to keep with what TLC needs on a volunteer basis – since he still has to continue to make a living. The board asked what kind of hours George Slayton will be putting in weekly and would like to see a full budget for the co-op by the next meeting in order to decide on how to handle this situation.

(Wes Watson was on conference call from the beginning of the meeting until now. The call was disconnected and Gregg Kirkpatrick could not reach him. In order to have a quorum, the board got Ralph Martinez on the phone.)

### **REMOVAL OF BOARD MEMBERS**

Gregg Kirkpatrick brought up removing Van and Julia Carter from the board of directors based on lack of attendance. Paul Braswell motioned to remove Van and Julia Carter from the board, Cindy Rotolo 2<sup>nd</sup>, approved unanimously.

### **INDUCTION OF NEW BOARD MEMBERS**

John Donaho nominated TM Smith as a new board member, Paul Braswell 2<sup>nd</sup> – passed unanimously.

George Slayton nominated Jean Smith, John Donaho 2<sup>nd</sup>, passed unanimously.

### **NOMINATION OF VICE PRESIDENT OF BOARD OF DIRECTORS**

George Rotolo motioned for John Donaho to be Vice President of the Board of Directors, Tristine Slayton 2<sup>nd</sup>, passed unanimously.

### **ITLA**

George Slayton spoke to a group of ITLA members in Oklahoma – he got three new TLC members on the spot and feels confident he will receive more memberships in the coming weeks. The meeting was very successful and received an enthusiastic reception from the group.

The one recurring question at the meeting is how the TLC elects their board of directors. The group would like to see that the members can elect the board of directors in the future.

### **BROCHURE**

Paul Braswell has been working on the brochure with a contact at TLBAA. Paul Braswell will either email or send his progress to the board in the upcoming weeks.

### **LAPTOP**

Tristine explained her reasons why she feels a Mac would be a better choice for the co-op than a pc. The main reason is virus control is much better on a Mac than a pc, and with the masses of emails that flow through the co-op and with three people sharing the machine, Tristine feels that the co-op's information would be more secure with this machine. Gregg Kirkpatrick wants Tristine to get prices on the software that will be used on the Mac.

### **TELEPHONE**

George Slayton brought up switching the telephone number (which is currently under George and Tristine Slayton's name) to a business line and listed under Texas Longhorn Cooperative and having the cost covered by TLC. Gregg Kirkpatrick would like George Slayton to get the cost difference between a residential line and business line. This will be available at the next meeting.

### **INTERNET**

George Slayton brought up the need for internet to be available to him and the need for Texas Longhorn Cooperative to cover the cost for it. Gregg Kirkpatrick wants to see cost of different internet services available in the Rice area by the next meeting.

### **LABEL**

George Slayton passed out copies of the new grass fed label that needs to be sent to USDA for approval and wanted feedback from the board. The board liked the label. George Rotolo motioned to approve the label, Cindy Rotolo 2<sup>nd</sup>, passed unanimously.

Next meeting scheduled for October 14, 2008, 7:30pm – at Citizen's National Bank in Midlothian, TX.