

Texas Longhorn Cooperative  
January 8, 2009  
Citizens National Bank  
Midlothian, TX  
Board of Directors Meeting Minutes

Attending: Paul Braswell, Dawn Davinia, John Donaho, Gregg Kirkpatrick, Cindy Kirkpatrick, Josh Kirkpatrick, Mary Martinez, Ralph Martinez, Vicki McCarthy, Arlys Murphy, Cindy Rotolo, George Rotolo, George Slayton, Tristine Slayton, Jean Smith, TM Smith

On conference call: Sandy Martin

Guests: Pam Crumpton, Mary Ann Cunningham, Mr. Davinia, Jill Havens, Phil Weaver, Truman Wolf

Meeting called to order 7:35pm by Gregg Kirkpatrick.

Tristine Slayton read last meetings minutes, Mary Martinez motioned to approve the minutes with mentioned edits, Vicki McCarthy 2<sup>nd</sup>, approved unanimously.

Arlys Murphy read Financial Report. Mary Martinez motioned to approve the financial report, John Donaho 2<sup>nd</sup>. Paul Braswell wants a balance sheet and income statement. Paul Braswell wants to see a program implemented to work accounting together with inventory.

### **GRANT MONEY DISTRIBUTION**

Tristine Slayton gave update on grant money distribution. \$18,100 was requested and money will be used to purchase a refrigeration truck, advertising print outs (banners, brochures, etc.)

### **E-COMMERCE SITE UPDATE**

Paul Braswell has spoken to colleagues on how to improve E-Commerce site.

1. Need to separate hides and horns from meat
2. Have a site dedicated to selling meat
3. Change packaging a bit – use -10° gel packs which is equivalent to dry ice.
4. Tattle tale tag - is used for temperature sensitive packaging – looks like this may become a requirement in the future.
5. Temperature logger – takes temperature inside a box in increments of a little as one minute or up to 120 minutes.
6. Sell packages of meat with a flat rate. Example – buy up to \$100 of meat and shipping is \$25. After \$100 – shipping is 20%.
7. Set-up a paypal account
8. Set-up an email list – use constant comment? Send out marketing emails.
9. Boost our sales by using per click ads. \$.27-\$.56 per click will get us between 1 and 3 position. Google is \$25-\$50/month.
10. \$1200 to get packaging and gel packs ordered. Breakdown:
  - \$ 531 for boxes
  - \$ 200 refrigerant
  - \$ 160 log tag system
  - \$ 100 tattle tale system
  - \$ 150 google budget

Mary Martinez motioned to approve above budget, Dawn Davinia 2<sup>nd</sup>. Approved unanimously.

Franchise tax and marketing license needs to be updated.

### **CENTRAL MARKET UPDATE**

George Slayton and Mike Crawford met with Central Market on December 19, 2008. Mike Crawford presented the advertising his firm produced.

1. Greg Smith added an additional tray size he would like in the store, so TLC needs an additional form for the machine to handle this tray size. Already ordered by George Slayton
2. Greg Smith demands a volunteer program put into place to market TLC's product in 4 Central Market stores.
3. Still waiting to hear back on pricing guidelines which Paul Braswell put together and sent on to Greg Smith.
4. Huse need to know what size boxes to be used for meat and how Central Market wants them to be packed.

Jill Havens volunteered to head-up the volunteer program for Central Market. Tristine Slayton will get the information Jill will need to her.

### **FARMERS MARKET VOLUNTEER PROGRAM**

This discussion is tabled to the next meeting

### **CHILI COOK-OFF VOLUNTEER PROGRAM**

This discussion is tabled to the next meeting

### **GEORGE SLAYTON'S MILEAGE**

This discussion is tabled to the next meeting

### **PORTABLE SCALE AND CHUTE**

Sandy Martin has a portable chute that cost \$725 – she will send the information on. Ralph Martinez also has a chute that could be used by TLC for a while. George Slayton will go by and look at it.

Scales – recommended brand is Gallagher.

Next meeting scheduled for February 12, 2009, 7:30pm – at Citizen's National Bank in Midlothian, TX.