

Texas Longhorn Cooperative
March 19, 2009
Citizens National Bank
Midlothian, TX
Board of Directors Meeting Minutes

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

On conference call: Sandy Martin, Mary Martinez, Ralph Martinez

Guests: Mike Crawford, Dan Book, Joan Book, Ray Williams (Reliable Data Services), Kermit Wolf

Meeting called to order 7:45pm by Gregg Kirkpatrick.

George Slayton motions to accept Dawn Davinia's resignation. John Donaho 2nd, approved unanimously.

Tristine Slayton read last meetings minutes, George Rotolo motioned to approve the minutes with mentioned edits, John Donaho 2nd, approved unanimously.

Arlys Murphy read Financial Report. John Donaho motioned to approve the financial report, Josh Kirkpatrick 2nd approved unanimously.

CENTRAL MARKET UPDATE

George Slayton passed out email from Central Market explaining how the meat department is realigning all their products for maximum profitability. This has put our entry into the store on hold.

ADVERTISING

Mike Crawford explained his advertising and where his expertise lies. George Slayton brought up that at the last board meeting, board members were concerned that the meat label is not a focal point. Mike Crawford said that his advertising is set-up to get people looking specifically for our products.

WEB SITE

Ray Williams joins for the conversation and shows the new format that is being worked.

Ray Williams claims he can get a lot accomplished in redesigning the e-commerce site for a \$500 fee. An additional \$400 would redesign the home website. George Rotolo motioned to approve to spend the \$900, John Donaho 2nd, approved unanimously.

MACHINE

George Slayton will speak with Randy Huse about renting out packaging machine to Halal meats.

SCALES

George Slayton checked on scales. Prices range from \$2900-\$7400. TLC doesn't have the funds to get one now, but it is something that needs to be seriously considered. George Slayton is worried we will get into a situation with a member not believing weights on an animal brought in for processing.

Next meeting April 16 – 7:30 pm Citizens Nation Bank, Midlothian, TX