ITLA BOARD OF DIRECTORS MEETING JANUARY 31,2023 Conference Call

President Russell Hooks called the meeting to order at 7:05 pm.

Terry Brinks gave the invocation.

Office manager Dana Kamataris called the roll

President- Russell Hooks present

Vice President- Russell Freeman present

Director at Large #1- John Moxley present

Director at Large #2- Connie Ollive present

Region 1- Gordon Musgrove present

Region 2- Dwayne Dinsmore absent

Region 3- Joel Dickinson present

Region 4- Mike Metcalf absent

Region 5- Shadow Seaman present

Region 6- Terry Brink present

Region 7- Justin Sabio present

Region 8- Jeremy Johnson absent

Region 9- Bill Henderson present

Parliamentarian- Brad Westmoreland present

Past President- Larry Smith present

Quorum Established

Adoption of the Agenda: Shadow Seaman reminded those present about using Robert’s Rules during meetings and wanted to add the topics of 1) board members, 2) meetings, 3) Drover Report to the meeting agenda.

 Motion made by Gordon Musgrove/ seconded by Terry Brinks Motion carries unanimously.

Old Business

1. Last BOD meeting minutes from Oct 8, 2022, Duncan, OK presented to members prior to the meeting via ITLA email, presented today by Connie Ollive. No additions or changes added.

Motion made by Terry Brink to accept the minutes as presented. Seconded by Bill Henderson. Carried unanimously.

1. Treasurer’s Report- discussion by John Moxley and Russell Hooks. Due to the ITLA accountant not having the year-end financials completed, an official treasures report was not available for approval. However, Russell Hooks gave directors a brief update about financials from the 2022 Championship Show stating the silent and live auctions and quilt squares sales all made reasonable income.

Motion made by Terry Brink to table the financials until the next BOD meeting. Seconded by Connie Ollive. Carried unanimously.

1. Russell Hooks reports that the 2023 Convention and Championship Show will be held in Duncan, Oklahoma the first week in October, starting with check-in on Oct 4th and check-out Oct 8th

Discussion about the location of the 2024 ITLA Convention and Championship Show. Russell Hooks reports that most facilities he has inquired about are at present, booked out at least a year in advance and if we were thinking of moving the location back to Texas or elsewhere we would need to find the facility now. He reported that there is a facility in Graham, TX that has open dates and would have adequate accommodations for longhorn cattle, but he and/or others board members would need to visually inspect it before committing to it.

Gordon Musgrove asked about the possibility of having the Convention in Billings Montana (they have a very nice facility) or Wyoming. He asked about the number of entries for the Convention and space required for the cattle. Entries range from 300 to 700 head with approximately 300 tie-outs required.

Shadow Seaman stated that he thought the Convention could be held outside of Texas one year before it had to be brought back for two years. Gordon Musgrove said every third year it came back to Texas. Larry Smith said in the past it was two years in Texas and one year outside of Texas. Shadow Seaman he would like to see the Convention added to the Twin County Fair in Idaho. Joel Dickinson stated that when the convention is held on the outside edges of the country, that we lose a great deal of entries. He thought it was better to have it in a more centrally located part of the country. Brad Westmoreland asked if we ever held the convention in Glen Rose, TX where the ITLA headquarters is located. Russell Hooks answered that the Glen Rose Expo costs have increased significantly, that it was mainly a horse facility and already booked out for horse events. The stalls at the Glen Rose Expo were not suited for longhorn cattle because of the solid walls and narrow gates and they are standing on cement. Russell also commented that those were some of the biggest challenges to finding a longhorn friendly facility and asked each board member to look for other longhorn friendly facilities.

1. Committee Members- Russell Hooks asked that BOD members need to get with their committee members (whatever committee(s) they have agreed to be a part of and organize meetings. Meetings could be in person, by phone, by email, conference calls, ect.

6. New Business

a) Director Region 2- Russell Hooks reports that He and John Moxley have attempted to contact the Region 2 Director, Dwayne Dinsmore, many times each using several different methods without any success, not any returned calls. Russell Hooks added that looking back through the ITLA records that he has not had a membership in the past two years, has missed or not attended many meetings, and since dispersing some of his cattle it is not known if he even owns Texas Longhorn cattle. Since Mr. Dinmore apparently is not interested or capable at this point to hold a director’s position and not being a current member of the ITLA disqualifies him from holding any position at this particular time. His position as Regional Director 2 needs to be replaced. John Moxley, head of the nomination committee, suggested that Lizz Hunstberry be his replacement; stating she is familiar with the role of a director, is a current member in good standing, lives in the region 2 area, and is not currently holding a director’s position.

Motion made by John Moxley to elect Lizz Huntsberry as ITLA Regional Director #2. Seconded by Shadow Seaman. Carried unanimously.

\*Brad Westmoreland, parliamentarian, to review the by-laws regarding the removal of elected officers, directors.

b) Office Report- Russell Hooks reported on the newsletter sent to all BODs in December. Content included landscaping at the ITLA headquarters with local ITLA members volunteering their expertise and ITLA only paying to replace the plants, ITLA website and i-register updates assisted by “Abe, a computer programmer who helped set up our current system, the new online store for the ITLA. Mr. Hooks is having two grant writers look for available agricultural funds that fit our not-for-profit association. Dana, office manager, has created a new system for tracking paperwork coming into and leaving the ITLA office that has been very successful in locating and reporting to members about the progress of their paperwork when they call the office. It has been a new office policy to have President Russell Hooks review and approve invoices before they are paid and mailed out by Judy Wilson, the ITLA bookkeeper. Weekly ITLA office reports sent on Fridays to President Russell Hooks for his review.

It was announced by Russell Hooks that the office manager, Dana Kamtaris, has given her resignation. Her last day in the office will be February 10th. We would all like to thank her and tell her how much we appreciate her service to the ITLA as our office manager. She will be greatly missed. However, she has agreed to assist Alyssa, (“another office employee who has done a tremendous job with the registration department”), after her own work hours and on some weekends as the need arises. That said, the ITLA is currently looking for additional office staff. Russell Hooks wanted the BODs to consider reinstating the old position of executive director, a paid position, in order to help carry the office workload. He states he is already working twenty-five (25) hours a week from home, and will be adding to that time as the show season and Championship show and Convention move closer.

a-2) Going back to discussion about the ITLA website, Shadow Seaman, has identified two places/buttons to click on to get into the ITLA By-laws pages. He states that one button works and the other one, at the bottom of the page, does not. Russell Hooks says he will have the computer programmer (Abe) investigate it.

Brad Westmoreland asked to be recognized. After looking through the association by-laws, particularly Section 2, Article V it states that before the BODs can elect or appoint someone into an elected board member’s position, that board of director must be removed from that position. The current director can be removed though a petition signed by fifty or more members, special election, the person can resign, or by death, in which there would be a special election. He recommends abiding by the removal process or to amend the by-laws.

John Moxley: If he (Mr. Dinsmore) has not followed all the rules to be a director, why can’t he be removed? If we aren’t going to follow all the rules, I don’t understand why we need rules for removal.

Brad Westmoreland: Because you do have people that are jerks, that might make an issue of it.

Discussion: Larry Smith, 2022 past president, stated that reasons for removal are quite clear, that the person in question, Region #2 Director, Dwayne Dinsmore, has no desire to be a regional director and sit on the ITLA BOD. Mr. Smith then again went through the requirements and identified the reasons Mr. Dinsmore should be dismissed. Each Director/BOD must be a member of the ITLA in good standing (Mr. Dinsmore has not been an ITLA member for the past two years), must own longhorn cattle (his herd was thought to be dispersed within the past year), and not miss more than two (2) unexcused BOD meetings. Mr. Smith also noted that President Hooks and Director Moxley have made numerous attempts to call and contact him to no avail, he/Mr. D. Dinsmore obviously is not interested in his position as Region 2 Director or serving on the ITLA BOD.

Joel Dickinson suggested emailing Mr. D. Dinsmore a letter of resignation and ask him to sign it and return it to the ITLA BODs or the ITLA office.

Terry Brink made a motion to have the ITLA office send Mr. Dinsmore a letter asking for his resignation. The motion died from lack of a second.

Director S. Seaman suggested that the BOD amend the by-laws regarding the removal of a board of director/ regional director. The by-laws state that if a board member is delinquent in any three areas of the requirements to be a regional director (1) be a member of the ITLA in good standing, 2) not miss any more than two excused BOD meetings in a calendar year, 3) be the owner of longhorn cattle) they can be removed from that position. It was then suggested that this BOD amend the ITLA by-laws, Section 2, Article V, that should a BOD fail to meet any two (2) of the three (3 ) requirements, the remaining BOD has the right to remove that director from the board.

Larry asked for advice from Mr. Westmoreland regarding amending the bylaws. Mr. Westmoreland read from the by-laws that the BOD may amend any existing by-law and it be in effect until it can be presented and voted on by the General Membership.

Brad Westmoreland suggested that a motion be made, “if any existing ITLA board of director member should fail to meet any two qualifications (as listed in Section 2, Article V), the remaining Board of Directors has the right to automatically remove that person and can nominate someone to immediately fill that position”.

Shadow Seaman so moves in the words of Brad Westmoreland. Seconded by Bill Henderson. Carried unanimously.

Brad Westmoreland moves that the member, Region #2 Director Dwayne Dinsmore, be removed based on failing to meet two or more qualifications listed to be an ITLA Director and ITLA BOD. Seconded by Joel Dickinson. Carried unanimously.

Advertising Opportunities report by Pres. Russell Hooks. Goal is for people to know about the ITLA, its’ existence, to promote memberships, and longhorn cattle registrations.

Ad bundle package at Legacy Sale and ITLA will have a table available for display.

ITLA ads in Cherry Blossom Sale, East Coast Sale, Mid-West Classic Sale, Fred Bryant Memorial, Fort Worth Hudson Valentine Sale.

If ITLA BODs attend any events, they are asked to wear their badges, t-shirts, and jackets. Let the sale or show committee staff know that you are attending their event, ask to help. Let your presence be known, promote the ITLA.

Shadow Seaman asked three questions:

1. Is there any way to monitor or track the exposure or membership increases produced by the ads and/or different ranches attending our events?
2. How will we track increases in relation to monies spent to be sure we are spending the association’s money wisely
3. Will we be able to attract new advertisers to our online Drover magazine?

Mr. S. Seaman made suggestions, to hand out ITLA postcards at different events, that people tend to hold onto them for a long time and go back to use them when they need them. Also, as a way to track new memberships, he would like to add to the membership application, “where did you hear about the ITLA”

Justin Sabio added that attendance at the longhorn sales are 60% to 70% new buyers.

SHOW COMMITTEE

Armadillo Classic is a new show in NW Texas. It will be the first ITLA show to have online entries. This should also reduce the work in the office to produce a show program.

There are plans for a second new show, the Bluebonnet Classic- to be announced, should be in the late summer or early fall.

The Lone Star Classic, Sulphur Springs, TX was booked for Easter weekend, has been rescheduled for the first weekend in June 2023. In 2024, it will resume the regular dates in April.

ELITE POINTS EARNER SERIES introduced by Russell Hooks

The Elite Points System is the old ITLA Merit System. By having points earned for show class winners we hope to encourage promote larger attendance/entries at ITLA longhorn cattle shows and increase memberships. The five (5) dollars already being collected by the ITLA for each show entry would go toward awards for that show and the extra cost of tracking the points in an online computer data base. High point earners at the end of the year (ITLA convention) would receive an award or cash payout. ITLA show officials would be responsible for keeping track of all cattle shown and their placings and the official program would be sent to the ITLA office for verification. Also, it was suggested to double the points for only the ITLA Championship Show to promote participation and attendance at the show season year end. ITLA would need to establish more qualifying shows and have those established shows be a part of the Elite Points System to involve members across the country. It was noted that the West Texas area is interested in forming a new affiliate.

Discussion: Russell Hooks, some details that would need to be established would include would the Elite Points System include all qualifying ITLA longhorn cattle shows or be limited to a certain number of shows.

John Moxley suggested that there be a limited number of shows that an animal would qualify for, example their best 5 shows.

Justin Sabio noted that by limiting the number of qualifying shows it would be defeating the purpose, the goal, to get greater participation at all ITLA shows. He liked the idea and thought that by allowing all qualifying shows to be in the point system, those members that were “chasing points” would haul to more shows and increase the participation at shows that may be further away from their home area. He thought that that we should ask the show committee to work out the details.

Gordon Musgrove asked if Canadian shows would also be counted in the point system. The answer by Russell Hooks was “yes, all qualifying shows would be counted.”

Joel Dickinson commented that he thought the points system was a good idea to improve participation. But added that the five dollars received/attached from each entry and any sponsorships received for that purpose go directly toward funding that show or the year end awards and payout and not used for other projects.

Shadow Seaman asked if it was required that a person must be ITLA members is a requirement to show in ITLA shows. The answer was yes, at this time the exhibitor must be a member, but the owner does not. Animas must be ITLA registered.

Motion made by Justin Sabio to move forward with the Elite Points System and that the show committee should continue to work out the details for the Elite Points System. Seconded by Connie Ollive. Passed unanimously.

Approved Judges List

Russell Hooks stated that we need to get more ITLA approved judges. But that we also need to work to keep our high ITLA standards for show judges.

Joel Dickinson asked if anyone had shown interest in becoming an approved judge. Russell Hooks said that Sarah Galloway had taken the online training class and was ready to do her apprenticeship show to complete her training. Mr. Hooks also that we need more certified training judges. Connie Ollive asked if there was a list of training judges. Russell Hooks, “Yes, on the ITLA website” It was asked as to how do we add people to the judges training list? Russell hooks, we can do a nomination process and vote. Connie Ollive, “As board members can we offer suggestions?” Russell Hooks, “Yes.”

Items added to the agenda previously by Shadow Seaman.

Drover: Russell Hooks spoke about the ITLA online magazine, The Drover, and reported that they were attempting to get the Drover out earlier in the month so that the advertisers got their money’s worth of advertising. Issues are being worked on to improve this situation.

Meetings: Russell Hooks stated that by-laws state that BOD meetings should be scheduled at least twenty (20) days in advance. In calling this meeting that guideline was not followed due to a week’s postponement. It was agreed that that the guideline will be followed and every attempt made for no other occurrences.

Board Members: Mr. Seaman states that his questions about board members was previously answered by Brad Westmoreland.

Shadow Seaman reminded BODs that according to the December 16,2022 update letter from President Russell Hooks that ITLA lifetime members are to receive a plaque showing that they are lifetime members and wondered where we were in that process. He also stated that since he is a lifetime member, he would like to have a plaque to hang on his wall. Russell Hooks responded that he has been working on getting the plaques and comparing quality and costs with several companies.

Also, the ITLA Seal was located at the headquarters office. ITLA letterheads and forms have been updated and ITLA membership certificates and AI certificates will include the medallion seal. Also, a new certificate of appreciation for approved judges is being considered.

No further business.

Joel Dickinson made a motion to adjourn. Terry Brink seconded. Passed unanimously.

ITLA BOD meeting adjourned at 9:35 pm.

Signed, ITLA Secretary, Connie L Ollive