

Texas Chefs Association

Winter Board Meeting

January 31, 2021

Texas Beef Council

Austin, TX



I. Administrative

A. Call to Order: President Kelly Cook, CEC, AAC called the meeting to order at 8:20 am. He welcomed all to the Winter Board Meeting of the Texas Chefs Association.

B. Invocation: Len Pawelek, CEC performed the invocation

C. Roll Call, Sign In & Quorum: A quorum was present. Those in attendance were:

President	Kelly Cook, CEC, AAC
1 st Vice President	Len Pawelek, CEC
2 nd Vice President	Rick Neal, CEC
Secretary/Treasurer	Mark Schneider, CEC, CCE, AAC
Chairman of the Board	Mark Schneider, CEC, CCE, AAC
AAC Chair	Patrick Mitchell, CEC, AAC
Community Outreach Chair	Larry Delgado
Certification Chair	Michael Smith, CEC, CCA
Social Chair	Heather Kurima
Austin Chapter	Robert Hale
Chefs of the Coastal Bend	Dean Sprague, CEC
Concho Valley Chapter	Chad Lowry
Dallas Chapter	Gene Christiano, CEC
Fort Worth Chapter	Caroline Taylor
San Antonio Chapter	Sam Boisjoly
TCA Administrator	Sam Brewster
Virtual Attendees:	
Brazos Valley Chapter	Mark Torres
Red River Chapter	Joanna Bryant

D. Sergeant at Arms: Patrick Mitchell, CEC, AAC was appointed as Sergeant at Arms.

E. Welcome & Introductions: Introductions of the Officers and Directors were performed and President Cook thanked the Texas Beef Council for hosting the 2021 Winter Board Meeting.

F. Review of Minutes: Mark Schneider, CEC, CCE, AAC referenced the 2020 Summer Board Meeting minutes and 2020 General Session meeting minutes. Heather Kurima requested a revision to her name in the 2020 Summer Board Meeting minutes. A motion was presented to approve the meeting minutes, which was seconded by Rick Neal, CEC and approved by the Board.

G. Review of Meeting Agenda: Mark Schneider, CEC, CCE, AAC requested additions to the meeting agenda under New Business and requested an executive session be added as item E. A motion was approved to accept the amended agenda.

II. Officer Reports

A. Chairman of the Board: Mark Schneider, CEC, CCE, AAC had no grievances to report.

B. President: President Kelly acknowledged the challenges presented in 2020 and apologized for his inability to be more active. He stressed the importance of Chapter activity at the local level and encouraged the Board to consider how the State can support the Chapters at this point. He also referenced Chapter elections in August and expressed excitement for new Chapter leadership.

C. 1st Vice President: Len Pawelek, CEC summarized Chef Relief disbursements as follows:

Alphonse Widmer - \$5,000

Karl Haas - \$5,000

Walter Kaufman - \$5,000

Anthony Nichols - \$500

Chef Relief income for 2020 included:

CVP Restricted Funds - \$576

Dallas Chapter - \$500

Savings Transfer - \$6,000

Texas Beef Council - \$5,000

East Texas Chapter - \$500

Chef Relief Pins - \$315

Chef Pawelek informed the Board that the Chef Relief Hardship application had been updated and was previously emailed to the Board for review.

He continued to update the Board on the 2021 Culinary Visions Partnership program, explaining that the Texas Beef Council had renewed their partnership at the newly created Diamond level. FreshPasta Delights has also renewed at the Silver level. The Board reviewed outstanding renewals and Pawelek stated he would appoint a committee to assist with CVP renewals and prospects. He deferred his AAC report to Patrick Mitchell, CEC, AAC.

D. 2nd Vice President: Rick Neal, CEC referenced the impact that the pandemic has had on Chapters and inquired about conducting a membership drive. The Board agreed to table the discussion until Chapter activity resume, which will generate more member value.

E. State Culinary Student Ambassador: No Report

F. Certification Chair: Michael Smith, CEC, CCA explained that he's made progress towards increasing the number of proctors to reach more regions of Texas. Currently, six members are in the certification process. There are two upcoming practical exams in February (Fort Worth) and March (Waco).

G. Social Media Chair: Heather Kurima explained that she has reached out to Chapter Award winners and has spotlighted many of them, which has been a popular feature on the TCA social media platforms. Additionally, she's been promoting ACF webinars and re-posting Chapter content. She asked members of the Board to send her information about themselves and some pictures if they would like to be spotlighted. Sam Boisjoly suggested adding an Instagram Live feed, as many chefs are using it. Chef Kurima agreed to add this platform and link it to the Facebook page.

H. Community Outreach Chair: As Community Outreach Chair, Chef Larry Delgado summarized the lapel pin campaign and its progress towards funding the Chef Relief account. In 2018, the TCA purchased pins for \$690 and raised \$2,360. In 2020, the TCA purchased pins for \$1,140 and raised \$1,305. The 2020 campaign was halted by the pandemic and the cancellation of the ACF National Convention, which was going to be a major fundraising opportunity. Chef Delgado encouraged the Board to think hard about whether or not to continue this initiative and encouraged them to support and promote it throughout the year. The Board approved the introduction of a redesigned lapel pin for the 2021 State Convention. The following Chef Relief contributions were made:

Chefs of the Coastal Bend - \$500

Fort Worth Chapter - \$200

Heart of Texas Chapter - \$500 (verbally committed by Mark Schneider, CEC, AAC)

Larry Delgado - \$1,000 (verbal commitment)

I. American Academy of Chefs Chair: Patrick Mitchell, CEC, AAC announced three inductees from last summer, Leslie Bartosh, CEC, AAC, Timothy Prefontaine, CEC, AAC and Morris Salerno, CEC, which brings the total to 26 members.

III. Old Business

A. CVP Structure: Len Pawelek, CEC outlined the new Diamond CVP level and reviewed the benefits associated with each of the partnership levels. In reference to the CVP Committee, Pawelek stated they will be encouraged to think "outside of the box" and leverage local relationships with vendors. His desire is for the committee to include himself and three additional TCA members. President Cook asked Chapter Directors to consider who in their Chapter has influence and can help grow the CVP program.

B. Chef Relief Hardship Criteria: Larry Delgado reviewed the new Chef Relief Hardship application. He explained the added requirements of a member and his/her Chapter being in good standing, in accordance with the TCA Bylaws, in order to qualify for a Chef Relief distribution. Additionally, a member with less than three years of membership will qualify for a \$250 distribution, while a member with more than three years of membership will qualify for a \$500 distribution. Robert Hale discussed the importance of promoting Chef Relief to the membership and the Board considered different types of merchandise to raise money.

C. Director's Rap Session: Chad Lowry described the Director's discussion and ways to better promote the benefits of the TCA as well as Chef Relief. The Director's agreed that the TCA

needs to do a better job of telling its story and should consider hiring a professional PR/marketing firm to assist with recreating its brand. Additionally, the Directors discussed a fundraising effort during the State Convention that would benefit the local community. Mark Schneider, CEC, AAC commented that he would look at the funds to see what amount will be available to apply towards a marketing/PR campaign. President Cook stated that some of the Restricted Account funds can be made available to invest in this initiative. After a discussion, Mark Schneider, CEC, AAC motioned to reallocate funds from Willy Rossel restricted account, in the amount of \$5,375, to a TCA marketing campaign. The motion was seconded by Rick Neal, CEC. The Board discussed whether or not this amount of money was sufficient and concluded to evaluate the availability of additional funds in the financial report. The Board approved the motion and formed a committee, which will be chaired by the 2nd Vice President as follows:

Rick Neal, CEC (Chair)

Sam Boisjoly

Larry Delgado

Heather Kurima

IV. New Business

A. Financial Report: Mark Schneider, CEC, CCE, AAC reviewed the financial reports, beginning with the Balance Sheet. The East Texas and San Antonio Chapters requested that their escrow accounts be transferred to the Willy Rossel restricted account to assist with the marketing campaign. The Fort Worth Chapter expressed their intent to apply their escrow funds towards student attendance at the 2021 State Convention. Schneider asked Brewster to issue a check to the Fort Worth Chapter.

The P&L statement showed a 2020 loss of (\$32.50). Schneider explained that the TCA did not transfer the additional \$6,000 from the Operating account to Chef Relief due to a lack of revenue. He acknowledged and thanked the following Chapters for their contributions:

Rio Grande Valley Chapter - \$1,500 (Operating)

Dallas Chapter - \$500 (Operating)

Fort Worth Chapter - \$250 (Operating)

Dallas - \$500 (Chef Relief)

East Texas - \$500 (Chef Relief)

Sam Boisjoly inquired about the storage unit in San Antonio. After discussion, a motion was presented to destroy the contents of the storage unit and cancel the contract. The Board approved the motion and Sam Boisjoly will work with Sam Brewster to gain access to the storage unit.

Mark Schneider, CEC, AAC reviewed activity in each restricted account for 2020. The Board discussed how funds in the Restricted Accounts can be better utilized for the TCA's benefit. After a discussion, a motion was presented to place a cap on each of the Restricted Accounts and transfer excess funds to the Willy Rossel Restricted Account to be applied towards the TCA marketing campaign. The motion was seconded by Robert Hale and after discussion was approved by the Board. The Restricted Account balances, balance limit/cap and transfer amounts are as follows:

	Balance	Balance Cap	Transfer
Bernard Urban Competition Fund	\$ 15,537.29	\$ 10,000.00	\$ 5,537.29
Certification Reimbursement	\$ 8,182.95	\$ 5,000.00	\$ 3,182.95
Chef's Charity Relief	\$ 31,996.27	\$ 50,000.00	\$ -
Jack Bretzke Education Fund	\$ 19,003.03	\$ 15,000.00	\$ 4,003.03
State Convention Scholarship	\$ 14,053.22	\$ 5,000.00	\$ 9,053.22
Patrick Mitchell Comp Fund	\$ 2,609.62	\$ 10,000.00	\$ -
New Chapter	\$ 500.00	\$ 1,000.00	\$ -
Willy Rossel Endowment	\$ 5,375.00	\$ 50,000.00	\$ -
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	\$ 97,257.38		\$ 21,776.49

After the Restricted Account transfers and the Escrow Account transfers are executed, the Willy Rossel Restricted Fund balance will be \$28,451.49.

Schneider detailed the proposed 2021 Operating Budget, which included the following recommendations:

1. Increase current membership by 5% - 20%
2. Increase Culinary Vision Partnership revenue to \$17,000
3. \$1,000 tithing from each TCA Chapter
4. Conduct profitable State Convention

Schneider warned that if the recommendations are not achieved for 2021, the TCA will need to explore utilizing Restricted Account funds for operations. Rick Neal, CEC presented a motion to approve the 2021 budget, which was seconded and approved by the Board.

B. State Convention: Fort Worth Chapter Director, Caroline Taylor, discussed plans for the 2021 State Convention in Fort Worth, at the Worthington Hotel on August 6 – 8th. She expressed excitement to host the event at the Worthington and stated that the President's Dinner will be held at the Petroleum Club. Ms. Taylor showed a promotional video, which will be posted on the TCA website. The Board discussed cancellation causes in the agreement with the Worthington, which were addressed by Sam Brewster. President Cook encouraged Chapter Directors to promote the State Convention to their members. Taylor requested ideas for education sessions. Cook stated that the Summer Board Meeting will take place virtually prior to the State Convention in order to avoid conflict with convention programming.

C. State Awards: Sam Brewster reminded Chapter Directors of the Chapter/State Awards timeline as follows:

March – accept nominations at Chapter meetings

April – elect Chapter award recipients and submit to State Office by April 30th

May – State candidates should submit applications to State Office by May 31st

July – State Awards winners recognized at TCA State Convention

D. New Chapter Development: Rick Neal, CEC explained that the pandemic halted any momentum towards new chapter development, and he plans to regroup efforts after the pandemic.

E. Executive Session: President Cook excused non-Officer/Directors and the Board entered into an executive discussion.

V. Nominations & Elections

A. Honorary Members: President Kelly announced no nominations for Honorary membership.

B. State Officer Elections: The following nominations were made for the 2021 State Officer elections:

President – Len Pawalek, CEC was nominated by Mark Schneider, CEC, AAC

1st Vice President – Mark Schneider, CEC, AAC was nominated by Rick Neal, CEC

Secretary/Treasurer – Michele Brown, CEPC was nominated at the General Session

President Cook requested for additional nominations to be sent to Sam Brewster.

VI. State Convention:

A. 2022 East Texas Chapter

VI. Roundtable/Adjournment

All members of the Board thanked Robert Hale and the Texas Beef Council for hosting a wonderful Winter Board Meeting. Heather Kurima reminded everyone to promote the 2021 State Convention and expressed excitement to welcome everyone to Fort Worth. Larry Delgado commented that the TCA should consider instituting a Board succession plan in order to groom future leaders and know who the executive officers will be. Len Pawelek, CEC expressed excitement for the marketing campaign and thanked everyone for attending the Board meeting in-person. Robert Hale thanked everyone for attending and thanked the Chapter Directors for working together and supporting each other's efforts. He expressed the Texas Beef Council's long-term support and thanked everyone for supporting the Texas Beef Council. Sam Boisjoly commended the Board for moving in the right direction towards rebranding the TCA. President Cook concluded by thanking everyone for their attendance and for working together for the betterment of the TCA. A motion to adjourn the meeting at 11:36 am was presented by Mark Schneider, CEC, AAC, seconded by Larry Delgado and approved by the Board.

Approved by:

Date

Mark Schneider, CEC, CCE, AAC
Secretary/Treasurer