

Texas Chefs Association

Winter Board Meeting

February 6, 2022

Texas Beef Council

Austin, TX



I. Administrative

A. Call to Order: President Len Pawelek, CEC called the meeting to order at 9:00. 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	Len Pawelek, CEC
1st Vice President	Mark Schneider, CEC, CCE, AAC
2nd Vice President	Rick Neal, CEC
Secretary/Treasurer	Larry Matson CEC, CCE, AAC
Chairman	Kelly Cook, CEC, AAC
American Academy of Chefs Ambassador	Patrick Mitchell CEC AAC
TCA Administrator	Sam Brewster
Austin Chapter	Robert Hale
Chefs of the Coastal Bend	Michael Smith, CEC, CEPC, CCA, WCEC
Concho Valley Chapter	Chad Lowry
Fort Worth Chapter	Caroline Taylor
Red River Chapter	Rusty Weatherly

Virtual Participants:

Chefs of the Coastal Bend	Michael Smith, CEC, CEPC, CCA, WCEC
Dallas Chapter	Cassandra Armstrong
East Texas Chapter	Brett Keckeisen
San Antonio Chapter	Sam Boisjoly

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 Pawelek thanked the Texas Beef Council for hosting the 2022 Winter Board Meeting.

F. Review of Minutes: Larry Matson, CEC, CCE, AAC referenced the 2021 Summer Board Meeting minutes and 2021 General Session 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: Len Matson, CEC, CCE, AAC welcomed additions to the meeting agenda under New Business. Mark Schneider, CEC, CCE, AAC requested IV. New Business, F. CVP and Local Chapter Convention Sponsorships. Sam Brewster noted V. Nominations & Elections, B. State Officer Elections, 1. President be revised to read 2nd Vice President. The agenda was approved as amended.

II. Officer Reports

A. Chairman of the Board: Kelly Cook, CEC, AAC had no grievances to report.

B. President: President Pawelek expressed his gratitude for the opportunity to serve as TCA President. He expressed his desire to support local Chapters and commented that he had held a post-convention meeting with Chef's Kurima and Taylor to debrief the 2021 State Convention in Fort Worth. Pawelek explained that the bank accounts were transitioned to include he and Larry Matson, CEC, CCE, AAC as signers on the account and he had been involved with the ACF's monthly Central Region virtual meetings. He thanked the Board for their generosity in donating \$500 to the ACF's Foundation to benefit relief efforts from the December 2021 tornados in Kentucky. Lastly, Pawelek expressed his openness to feedback and guidance from the Board.

C. 1st Vice President: Mark Schneider, CEC, CCE, AAC stated that there was no call for a Finance Committee at this time, adding that the TCA's financial policies and procedures are operating well. Schneider announced vacancies for the following TCA Committees: Community Outreach Chair, Chef Relief Chair and Technology Chair. He thanked and acknowledged Chefs Larry Delgado and Heather Kurima for their previous roles as Community Outreach Chair and Technology Chair respectively. Schneider informed the Board that he would be taking over duties as Chair of the Marketing & PR Committee and will be working with 2nd Vice President, Rick Neal, CEC, to establish the committee. Additionally, Schneider expressed his desire to partner with either New Chef or Chef Works to create TCA merchandise to promote the TCA brand.

Schneider updated the Board on Culinary Vision Partnership renewals and listed additional CVP partners he is working to recruit.

Company	Level	Amount	Paid
Texas Beef Council	Diamond	\$10,000.00	\$0.00
Ben E. Keith	Platinum	\$6,000.00	\$6,000.00
Presenture	Silver	\$1,200.00	\$1,200.00
Trinity Equipment Repair	Bronze	\$600.00	\$0.00

Seafood Supply	Bronze	\$600.00	\$600.00
		\$18,400.00	\$7,800.00

Finally, Chef Schneider suggested establishing a “Culinary College” partnership level, in which culinary schools would pay \$1,000 and all students would receive a discounted TCA student culinarian membership. The discussion was deferred.

D. 2nd Vice President: Rick Neal, CEC referenced the impact that the pandemic has had on Chapters. Neal referenced opportunities with NewChef and Zwilling to offer TCA branded merchandise. The process will require looking at their inventories to identify which products we would like to make available to the membership and posting a link to their respective TCA “stores” on the website. Chef Neal announced an upcoming competition at Tarrant County College’s Southeast Campus on April 9th. Fifteen spots will be available and the application will be posted on the ACF website. Finally, Chef Neal announced an East Texas Chapter fundraiser, taking place in Tyler on April 25th and he invited all Texas Chefs to participate.

E. State Culinary Student Ambassador: This Chair is vacant; however, a discussion took place about the role and what type of member is best suited to take on the responsibilities. Ultimately, the Board agreed to remove parameters from the necessary membership status, reasoning that a recently retired Chef might have the resources and flexibility to best recruit and mentor students. Leslie Bartosh, CEC, AAC was recommended and President Pawelek, agreed to discuss the opportunity with Chef Bartosh.

F. Certification Chair: Michael Smith, CEC, CCA explained that practical exams are beginning to increase and four Chefs have completed the written portion of the exam. Smith explained that he’s seeking additional schools to proctor the exam in order to ease travel expenses.

G. Social Media Chair: President Pawelek explained that Chef Kurima is stepping down from the role as Social Media Chair. Pawelek acknowledged and thanked Chef Kurima for her efforts to advance the TCA’s social media profile and explained that the TCA and local Chapters need to be more proactive in providing content to post on social media. A discussion on the topic of Social Media Chair resulted in Robert Hale being appointed as the new Chair. Chef Hale will work with his personal and professional network to get support and advice on furthering the TCA social media profile.

H. Community Outreach Chair: President Pawelek stated that Chef Larry Delgado is ready to step down as Community Outreach Chair. The Board expressed gratitude to Chef Delgado for his hard work and accomplishments. Pawelek welcomed nominations to fill this important role.

I. American Academy of Chefs Chair: Patrick Mitchell, CEC, AAC announced 26 AAC members and stated that both the 2020 and 2021 induction classes were honored at the 2021 ACF Convention. Mitchell explained that he will be following up with the four TCA members who have completed the written portion of their certification exams.

III. Old Business

A. TCA Marketing Committee: Chef Larry Matson, CEC, CCE, AAC expressed his opinion for the need to conduct more internal marketing to promote certification on the website and social media platforms. Mark Schneider, CCE, CEC, AAC replied that the Certification Chair should be visiting local Chapters to promote certification, as well as the need for local Chapters to have their own Certification Chairs. Certification Chair, Michael Smith, CEC, CEPC, CCA, WCEC stated that the ACF website has some resources to promote certification and agreed to share them with Rick Neal, CEC and Larry Matson, CEC, CCE, AAC.

Patrick Mitchell, CEC, AAC addressed Schneider's desire to offer TCA merchandise and expressed concern with managing distribution and inventory. He also questioned if the TCA would get return on handing out free "swag." The Board agreed that more work needed to be done to identify what current and prospective TCA members want from the association; however, the survey that Chef Kurima administered indicated TCA branded merchandise as a desire of the membership. Chef Caroline Taylor stated that her sister is a marketing professional and would be a good resource to get the ball rolling in the right direction. The Board agreed that Ms. Taylor's sister would provide an outside perspective that would be extremely beneficial and asked Ms. Taylor to approach her about scheduling a call. Chef's Pawelek, Schneider and Neal agreed to participate on the call.

B. Storage Unit: Chef Sam Boisjoly explained that he'd been working in Austin but will work to have the storage unit cleaned out over the coming months.

C. Director's Rap Session: Chef Taylor explained the Director's discussions, which focused on taking care of the existing membership and those who have remained engaged throughout the pandemic. Chef Mitchell acknowledged the national trend of membership declining but expressed optimism over the next 12 months. Mitchell cited the opportunity to contact dropped members and invite them back. Chef Taylor agreed and stated that she would be making personal phone calls over the next several weeks.

IV. New Business

A. Financial Report: Larry Matson, CEC, CCE, AAC reviewed the 2021 financial reports, beginning with the Balance Sheet. The asset accounts showed balances of:

Operating - \$24,000

Savings - \$110,000

The Restricted account balances were as follows:

Restricted Funds		Fund Cap
Bernard Urban & Patrick Mitchell Competition Fund	10,051.90	10,000.00
Certification Reimbursement	5,000.00	5,000.00
Chef's Charity Relief	38,840.27	50,000.00
Jack Bretzke Education Fund	15,000.00	15,000.00
State Convention Scholarship	4,500.00	5,000.00
New Chapter	500.00	500.00

Willy Rossel Funds	28,557.62	50,000.00
Total Restricted *	102,449.79	

Chef Matson continued to review the 2021 Profit & Loss report, 2021 State Convention P&L and the 2022 Operating Budget. Finally, Chef Matson suggested the formation of an investment account that would hold proceeds from Chapter fundraisers and appreciate over time. The Board conducted a brief discussion and Chef Schneider agreed to discuss the matter further with Chef Matson.

B. Committee Appointments:

Social Media – Robert Hale

Community Outreach – Rick Neal, CEC (pending the official resignation of Larry Delgado)

Student Ambassador – Len Pawelek, CEC to ask Leslie Bartosh, CEC, AAC

C. State Convention: Rusty Weatherly announced that Choctaw Casino will be the site of the 2022 State Convention on August 7 – 9, adding that the format will be moved to Sunday, Monday, Tuesday.

D. 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

After a discussion, Chef Rick Neal presented a motion to establish a Texas Chefs Association Hall of Fame award to be given at the State Convention, with candidates to be evaluated and approved by the TCA Board of Directors on an annual basis. The motion was seconded by Caroline Taylor and approved by the Board. Chef Kelly Cook, CEC, AAC, as Chairman, was asked to serve as Chair and Mark Schneider, CCE, CEC, AAC agreed to work with Chef Cook to draft the criteria and present it to the Board at the Summer Board meeting.

E. New Chapter Development: Lubbock Chapter – Rick Neal, CEC and Mark Schneider, CEC, CCE, AAC will be hosting an event to welcome Lubbock Chefs.

F. CVP vs. Convention Sponsorships: Chef Weatherly inquired about the CVP structure and its role in supporting the State Convention. Weatherly expressed concern that local convention sponsorships competed with the year-round CVP program. The Board discussed the issue at length and advised that the Red River Chapter proceed under the current structure, while a new structure is evaluated for 2023.

V. Nominations & Elections

A. Honorary Members: No nominations for Honorary membership.

B. State Officer Elections: The following nominations were made for the 2022 State Officer elections:

2nd Vice President – Dean Sprague, CEC was nominated by Michael Smith, CEC, CEPC, CCA, WCEC

Secretary/Treasurer – Larry Matson, CEC, AAC was nominated by Kelly Cook, CEC, AAC
President Pawelek requested for additional nominations to be sent to Sam Brewster.

VI. State Convention:

A. 2022 Red River Chapter

B. 2023 East Texas Chapter

C. 2024 Austin Chapter

Chef Matson suggested that the committee from next year's convention be involved in the planning process.

VI. Roundtable/Adjournment

All members of the Board thanked Robert Hale and the Texas Beef Council for hosting a wonderful Winter Board Meeting. Sam Brewster announced a \$250 Chapter Contribution from the Fort Worth Chapter. In conclusion, Chef Pawelek acknowledged the health issues impacting Chef Michele Brown, CEPC and asked for prayers for her recovery. He added that a GoFundMe has been established and to contact him if anyone is interested in donating. A motion to adjourn the meeting at 12:35 am was presented by Chad Lowry, seconded by Robert Hale and approved by the Board.

Approved by:

Date

Larry Matson, CEC, CCE, AAC
Secretary/Treasurer