

# Texas Chefs Association

## Winter Board Meeting

February 5, 2023

Texas Beef Council

Austin, TX



### I. Administrative

**A. Call to Order:** President Len Pawelek, CEC called the meeting to order at 8:30. 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	Dean Sprague, CEC
Secretary/Treasurer	Larry Matson CEC, CCE, AAC
American Academy of Chefs Ambassador	Patrick Mitchell CEC AAC
Community Outreach Chair	Rick Neal, CEC
TCA Administrator	Sam Brewster
Austin Chapter	Robert Hale, CC
Concho Valley Chapter	Chad Lowry
Dallas Chapter	Cassandra Armstrong, CC
East Texas Chapter	Anthony Petrecca
Houston Chapter	Paul Newman
Red River Chapter	Rusty Weatherly
San Antonio Chapter	Eduardo Castillo, CEC
<b>Virtual Participant:</b>	
Fort Worth Chapter	Caroline Taylor

**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 2023 Winter Board Meeting.

**F. Review of Meeting Agenda:** Larry Matson, CEC, CCE, AAC welcomed additions to the meeting agenda under New Business. The following additions were requested:

- i. TRA Update from Emily Williams-Knight
- j. Isaac Pina Award Replacement

Chad Lowry presented a motion to approve the agenda as amended. The motion was seconded by Dean Sprague, CEC and approved by the Board.

**G. Review of Minutes:** Larry Matson, CEC, CCE, AAC referenced the 2022 Summer Board Meeting minutes and 2022 General Session meeting minutes and the meeting minutes from the virtual Board Meeting held November 16, 2022. A motion was presented to approve the meeting minutes by Mark Schneider, CEC, AAC, which was seconded by Robert Hale, CC and approved by the Board.

## **II. Officer Reports**

**A. Chairman of the Board:** Kelly Cook, CEC, AAC was absent. President Pawelek explained that Chef Cook had relocated to Pennsylvania, but his desire was to keep Chef Cook in his position as Chairman of the Board.

**B. President:** President Pawelek expressed his gratitude for the opportunity to serve as TCA President. He expressed his desire to support local Chapters stated that he hopes to attend a meeting in each Chapter. Pawelek explained that he has been attending virtual events for ACF Central Region leadership and recently nominated Cassondra Armstrong for the L. Edwin Brown Leadership Award. President Pawelek recounted his chapter development goals for the year, which include:

1. Reach out to old, new and non-affiliated members (spreadsheets were provided in the meeting Dropbox folder for each category)
2. Chapters need to have regular “meet-ups” to engage members locally on a consistent basis
3. Have at least one fundraiser in 2023 to raise money for the Chapter and or a cause in the local community

Chef Pawelek explained that he had engaged in conversations with Emily Williams-Knight, CEO of the Texas Restaurant Association and expressed optimism about partnership opportunities with the TRA. In conclusion, Pawelek encouraged support of the TCA’s Culinary Vision Partners and expressed excitement about the TCA’s 60<sup>th</sup> anniversary.

**C. 1<sup>st</sup> Vice President:** Mark Schneider, CEC, CCE, AAC updated the Board on Culinary Vision Partnership renewals and listed additional CVP partners he is working to recruit.

<b>Company</b>	<b>Level</b>	<b>Amount</b>	<b>Paid</b>
Texas Beef Council	Diamond	\$10,000.00	\$0.00
Ben E. Keith	Platinum	\$6,000.00	\$6,000.00
Zwilling JA Henckels	Gold	\$3,000.00	\$0.00
Mercer Culinary	Bronze	\$600.00	\$600.00
Pirl Bakery	Bronze	\$600.00	\$600.00

Seafood Supply	Bronze	\$600.00	\$600.00
		<b>\$20,8000</b>	<b>\$7,800.00</b>

Schneider also provided the following status updates:

Outstanding Renewal - Sysco

Prospect - Mission Restaurant Supply

Lost - Rosewood Ranches, Ocean Beauty Seafood

**D. 2<sup>nd</sup> Vice President:** Dean Sprague, CEC had no report

**F. Certification Chair:** Michael Smith, CEC, CCA was absent

**G. Social Media Chair:** Robert Hale explained Ainsley Hale's role as the TCA's social media consultant. The Board reviewed an engagement dashboard, showing monthly engagement metrics on Facebook and Instagram from July 2022 through January 2023. Chef Hale explained that efforts need to be made to expand the social media audience beyond the membership. He also encouraged the TCA Board to engage with social media posts and submit content as well. The Board also discussed LinkedIn as a potential platform to promote the TCA.

**H. Community Outreach Chair:** Rick Neal, CEC presented a proposal to purchase Chef Relief lapel pins. The pins will be sold to the membership and in local communities and proceeds will be donated to the TCA's Chef Relief fund. The Board discussed which logo to use on the pin and agreed that the Chef Relief logo should be unique to other TCA logos. Mark Schneider, CEC, AAC presented a motion to authorize the use of Chef Relief funds to purchase 500 lapel pins with a board-approved Chef Relief design. The motion was seconded by Eduardo Castillo and approved by the Board. Chef Neal agreed to follow up with logo concepts for the pin.

**I. American Academy of Chefs Chair:** Patrick Mitchell, CEC, AAC announced 26 AAC members and acknowledged that the Academy had accepted the application for Rick Neal, CEC, who will be inducted this summer. The Board enthusiastically congratulated Chef Neal. 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:** Mark Schneider, CEC, AAC stated that he would like to use the original round TCA Logo for the remainder of the year and work to introduce a new logo for 2024. He added that marketing efforts need to target our existing members to increase TCA relevancy and re-energize local Chapters.

Chef Schneider proposed a new member packet, composed of the following items and TCA merchandise:

- Letter from TCA President (dual & TCA-only dependent)
- Membership pin
- TCA hat

- TCA sticker
- TCA side towel

Schneider will price these items and report back to the Board with expected costs, including postage necessary to send packages to new members. Robert Hale announced that the Texas Beef Council is willing to underwrite the cost of the merchandise, pending an evaluation of the expense. Additionally, Schneider proposed the idea of a challenge coin for members to exchange amongst each other. As the discussion progressed, the concept of the challenge coin evolved to become a TCA President's coin that can be given to TCA members for their outstanding service to the TCA and/or community. Chef Schneider agreed to investigate pricing for the coin.

**B. Texas Restaurant Association Update:** Emily Williams Knight, Ed.D., President & CEO of the Texas Restaurant Association (TRA), provided an update on advocacy issues the Texas restaurant industry is facing as well as some opportunities for the TCA and TRA to collaborate. Dr. Knight spoke to current issues the TRA is advocating for, including childcare reform, property tax relief and consistency in health standards. She also discussed ProStart, which will take place in Waco, TX in March of 2023. She encouraged TCA-member attendance and involvement. Additionally, she welcomed TCA Chefs to attend the annual TRA Show, which is being combined with the Ghost Kitchen Conference and will take place in Houston.

**C. TCA Culinarian Hall of Fame:** Rick Neal, CEC referenced guidelines proposed in the meeting documents, addressing the founding of a TCA Culinary Hall of Fame. He explained that his goal for the Hall of Fame is to honor the tradition of the TCA and those who have contributed significantly to the advancement of the association. The guidelines were reviewed by the Board, as well as a list of candidates to be the inaugural class. The Board came to an agreement to further evaluate the guidelines and nomination process before inducting anyone. A motion was presented to establish a TCA Culinary Hall of Fame committee to evaluate the guidelines, application process and future nominees. The motion was seconded by Rick Neal, CEC and approved by the Board. President Pawelek was tasked with appointing a committee of three peers.

**D. Storage Unit:** San Antonio Chapter Director, Eduardo Castillo, CEC, was informed of the TCA storage unit in San Antonio, containing old files and records. The Board's intention is to contract a disposal company to shred the documents and cancel the storage unit.

**E. Director's Rap Session:** Robert Hale summarized the rap session, which included the following:

- discussed State Convention and supporting host chapters
- tying in Chapters to TCA marketing efforts
- reaching out to corporate hospitality companies to get their chefs involved with the TCA
- video testimonials to post on social media

#### **IV. New Business**

**A. Financial Report:** Larry Matson, CEC, CCE, AAC reviewed the 2022 financial reports, beginning with the Balance Sheet. The asset accounts showed balances of:

Operating - \$13,769.77

Savings - \$111,729.35

The Restricted account balances were as follows:

<b>Restricted Funds</b>		<b>Fund Cap</b>
Bernard Urban & Patrick Mitchell Competition Fund	4,968.00	10,000.00
Certification Reimbursement	5,000.00	5,000.00
Chef's Charity Relief	46,212.27	50,000.00
Jack Bretzke Education Fund	15,000.00	15,000.00
State Convention Scholarship	4,726.00	5,000.00
New Chapter	500.00	500.00
Willy Rossel Funds	27,209.61	50,000.00
<b>Total Restricted *</b>	<b>103,615.88</b>	

On the topic of the Restricted Accounts, the Board discussed the application requirements. It was decided that, in addition to receipts, applicants should be required to submit photos and a brief written statement about their experience for which the scholarship funds were used. This content will be used for TCA social media posts. Sam Brewster agreed to update the Restricted Account applications.

Robert Hale inquired about a press release template, which is available in the "Downloads > Meetings & Templates" section on the "Resources" page.

Chef Matson continued to review the 2022 Profit & Loss report, 2022 State Convention P&L and the 2023 Operating Budget.

Red River Chapter Director, Rusty Weatherly, announced that the Red River Chapter will donate their share of the 2022 State Convention proceeds to the Bernard Urban & Patrick Mitchell Competition Fund. This amounts to a contribution of \$1,601. Additionally, the Red River Chapter made a \$1,000 contribution to the TCA's operating account.

Patrick Mitchell referenced the fund cap for the Bernard Urban & Patrick Mitchell Competition account and questioned if the cap was high enough to absorb the volume of distributions. The Board acknowledged his point and agreed to keep an eye on the account balance.

Dean Sprague, CEC presented a motion to approve the 2023 operating budget. The motion was seconded by Rick Neal, CEC and approved by the Board.

**B. Culinary Vision Partners:** Mark Schneider, CEC, AAC asked for the Boards assistance in increasing the number of Culinary Vision Partners. Brewster was asked to recirculate the CVP information.

**C. ACF Life Insurance:** President Pawelek announced the following eligibility updates for the ACF's life insurance program:

ACF's complimentary term life insurance benefit is provided to ACF members who meet the following eligibility requirements:

1. Were active ACF members as of 12/31/2020 and have remained active ACF members continually (without interruption) since then.
2. Were either a Professional Culinarian, Culinarian or Senior Culinarian member as of 12/31/2020.  
*a. All other member levels are not eligible including those enrolled in the ACF Property and Military programs.*
3. Any individual who joins ACF as a new member after 12/31/20 is ineligible for the ACF Member Life Insurance benefit.
4. Any former ACF member who lapsed prior to 12/31/20, and returns afterwards as a member, is ineligible for the benefit.

Benefit Payout/Amounts:

- If the member is 64 and younger, the benefit provides a \$5,000 death benefit.
- If the member is between 65 and 69, the benefit provides a \$2,500 death benefit.
- If the member is 70 and older, the benefit provides a \$1,000 death benefit.

**D. Student Memberships:** Rusty Weatherly explained the ACF's discounted student membership dues. The Board reviewed the TCA student policy and acknowledged that schools with three Professional members, receive a discounted rate (\$25 vs. \$58) for their student members.

**E. Committee Appointments:** Student Ambassador – Eduardo Castillo, CEC volunteered ask a candidate to serve this role.

**F. State Convention:** Anthony Petrecca, East Texas Chapter Director, explained the work that his Chapter is doing to host the 2023 State Convention in Tyler, TX on August 4<sup>th</sup> - 6<sup>th</sup>. The East TX Chapter is seeking seven teams to compete in the Culinary Quickfire during the Icebreaker and will look into extending a discounted registration fee to those who participate. The President's Dinner will be hosted at Willow Brook Country Club. Emily Williams Knight was recommended as a keynote speaker.

President Pawelek asked Brewster to explain the role of the meeting planner, Tony Cummins, used for State Conventions. Brewster stated that the TCA has contracted Mr. Cummins, since 2018, to negotiate hotel and meeting space contracts. His primary role is to advocate for the TCA and to eliminate as much liability and risk as possible. Brewster explained that Mr. Cummins is compensated by the hotel and receives a percentage of their room revenue. There is no cost to the TCA and no impact on the hotel room rate. Rick Neal, CEC stated that the East Texas Chapter had initiated a contract with a lower rate, prior to Mr. Cummins' involvement, and asked why the new contract had higher rates. Brewster explained that the dates were changed and the final convention dates landed on a higher-demand weekend for the hotel.

**G. 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 30<sup>th</sup>

May – State candidates should submit applications to State Office by May 31<sup>st</sup>

July – State Awards winners recognized at TCA State Convention

**H. New Chapter Development:** Dean Sprague, CEC had no report

**I. Isaac Pena Award:** Rusty Weatherly, CEC, CCE informed the Board that the Isaac Pina plaque was out of space to engrave future winners. Weatherly stated that the Red River Chapter would like to update the award. The Board thanked Chef Weatherly and approved the proposal.

## **V. Nominations & Elections**

**A. Honorary Members:** Patrick Mitchell, CEC, AAC nominated Chef Hermann Hiemeyer. The Board voted and approved Chef Hiemeyer as a TCA Honorary member.

**B. State Officer Elections:** The following nominations were made for the 2023 State Officer elections:

President - Eduardo Castillo, CEC nominated Len Pawelek, CEC to serve a second two-year term. Chef Pawelek accepted the nomination.

1<sup>st</sup> Vice President - Mark Schneider, CEC, AAC nominated Caroline Taylor to serve as 1<sup>st</sup> Vice President. Chef Taylor accepted the nomination.

## **VI. State Convention:**

### **A. 2024 San Antonio Chapter**

## **VII. Roundtable/Adjournment**

All members of the Board thanked Robert Hale and the Texas Beef Council for hosting a wonderful Winter Board Meeting. Chef Sprague, CEC offered to assist other Chapters and share some of the successful approaches the Coastal Bend Chapter has used for fundraising. Chef Mitchell congratulated Rick Neal, CEC on his upcoming induction into the AAC. A motion to adjourn the meeting at 1:01 pm was presented by Dean Sprague, CEC, seconded by Eduardo Castillo, CEC and approved by the Board.

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Approved by:

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Date

Larry Matson, CEC, CCE, AAC  
Secretary/Treasurer