

Texas Chefs Association

Summer Board Meeting

July 24, 2021

Virtual Meeting



I. Administrative

A. Call to Order: President Kelly Cook, CEC, AAC called the meeting to order at 9:10 am. He welcomed all to the Summer Board Meeting of the Texas Chefs Association.

B. Invocation: Kelly Cook, CEC, AAC 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
Chairman of the Board	Mark Schneider, CEC, CCE, AAC
AAC Chair	Patrick Mitchell, CEC, AAC
Social Chair	Heather Kurima
Austin Chapter	Robert Hale
Brazos Valley Chapter	Mark Torres
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

D. Sergeant at Arms: Deferred due to the virtual format.

E. Welcome & Introductions: Introductions of the Officers and Directors were performed.

F. Review of Minutes: Mark Schneider, CEC, CCE, AAC referenced the 2021 Winter Board Meeting minutes. Gene Christiano, CEC presented a motion to accept the minutes as presented. The motion was seconded by Dean Sprague, CEC and moved by the Board.

G. Review of Meeting Agenda: The Board reviewed the meeting agenda. Gene Christiano, CEC presented a motion to approve the agenda as presented. The motion was seconded by Robert Hale and approved by the Board.

II. Officer Reports

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

B. President: President Kelly thanked the members of the Board for attending the 2021 Summer Board Meeting. Kelly expressed regret for his inability to support local Chapters to the extent that he wanted. He commended those serving on the marketing committee and expressed excitement for some of the initiatives underway. Finally, he acknowledged the fact that this is his final Board meeting as TCA President. He thanked the members of the Board for volunteering their time to the betterment of the TCA.

C. 1st Vice President: Len Pawelek, CEC announced the 2021 Culinary Vision Partners:

Texas Beef Council	Diamond	\$	10,000.00
Ben E. Keith	Platinum	\$	6,000.00
Sysco	Platinum	\$	6,000.00
ZWILLING J.A. Henckels LLC	Gold	\$	3,000.00
AccuTemp Products	Gold	\$	3,000.00
Fresh Pasta Delights	Silver	\$	1,200.00
Presenture	Silver	\$	1,200.00
Seafood Supply	Bronze	\$	600.00
		\$	31,000.00

D. 2nd Vice President: Rick Neal, CEC deferred his report to be addressed later on the agenda.

E. State Culinary Student Ambassador: No Report

F. Certification Chair: No Report

G. Social Media Chair: Heather Kurima requested that Chapter Directors and Officers submit content to her for TCA social media platforms. She also stated her initiative to highlight Chapter Award Winners.

H. Community Outreach Chair: No Report

I. American Academy of Chefs Chair: Patrick Mitchell, CEC, AAC announced 26 active TCA members in the AAC with the recent inductions of Leslie Bartosh, Timothy Prefontaine and Morris Salerno (Honorary Inductee). Chef Mitchell also acknowledged the honor of recently receiving the AAC Chairman's Medallion. All AAC Chefs will be officially recognized at the AAC dinner at the ACF National Convention in Orlando.

III. Old Business

A. TCA Marketing Campaign: Rick Neal, CEC, expressed appreciation to the Marketing Committee and asked Heather Kurima to update the Board on the Committee's progress. Ms. Kurima stated that the Committee had contacted several marketing agencies and were advised

to initiate a membership survey to better identify the TCA's current brand, benefits and perception. Two surveys were administered, one to TCA leadership and the other to the general membership. The Committee hopes to keep pushing the membership survey out to generate 150 – 175 responses. Chef Kurima explained that this data will be used to provide a better understanding of the TCA's appeal and value to the membership. Kurima explained that the survey results should be completed in time to begin collecting RFPs from marketing agencies this fall. President Cook recommended a computer kiosk at the State Convention for members to complete the survey on-site.

Chef Kurima referenced a potential relationship with New Chef to provide an online store for members to purchase branded TCA merchandise. The proposal allows for the TCA to add a percentage increase on top of the retail price, which will be returned to the TCA. The Board reviewed an online store for a similar professional association and Chef Kurima recommended a 15%-20% markup on TCA merchandise. A discussion ensued and some Board members expressed concern about driving up merchandise prices. Alternatively, they suggested that New Chef share a portion of their profit margin with the TCA. Ultimately, Rick Neal agreed to reach out to New Chef to see if there was an alternative structure that can be explored.

B. TCA Storage Unit: Chef Sam Boisjoly explained that he had been working in Austin and has not yet had an opportunity to address the TCA storage unit.

C. 2021 State Convention: Chefs Caroline Taylor and Heather Kurima shared a power point presentation addressing highlights of the 2021 TCA State Convention. The Convention will feature a digital program, using QR codes for attendees to access session information. Additionally, Taylor and Kurima announced the #TCACares service project at the Tarrant Area Food Bank, which they hope will become a tradition for Convention hosts to serve their local communities. There's also a pre-conference distillery tour, hosted by Blackland Distillery. Attendees will participate in creating a spirit, which will be served during the President's Dinner at The Petroleum Club of Fort Worth. Chef Kurima announced that incoming ACF President, Kimberly Brock Brown, CEPC will travel to Fort Worth on Saturday to attend the State Convention and she also thanked the Texas Beef Council for sponsoring the keynote speaker. Chef Taylor stated that professional headshots will be available throughout the event and a job fair will be hosted on Sunday. The Board expressed appreciation to Chefs Taylor and Kurima for their work and preparation.

IV. New Business

A. Financial Report: Mark Schneider, CEC, CCE, AAC stated that the association is financially stable. Schneider addressed the balance sheet and the restricted account balances:

Restricted Funds		Fund Cap
Bernard Urban Competition Fund	10,000.00	10,000.00
Certification Reimbursement	5,000.00	5,000.00
Chef's Charity Relief	36,035.27	50,000.00
Jack Bretzke Education Fund	15,000.00	15,000.00

State Convention Scholarship	5,000.00	5,000.00
Patrick Mitchell Comp Fund	3,449.62	10,000.00
New Chapter	500.00	500.00
Willy Rossel Funds	28,557.62	50,000.00

Total Restricted * **103,542.51**

Schneider reminded the Board that the excess funds from the restricted accounts were transferred in the Willy Rossel account to be used for marketing initiatives. Chef Rick Neal, CEC motioned to rename the Willy Rossel Endowment to the Will Rossel Marketing account. The motion was seconded by Kelly Cook, CEC, AAC and approved by the Board. A discussion took place regarding the balances of the Patrick Mitchell Competition fund (used for National and Global competitions) and the Bernard Urban Competition fund (used for Local and Regional competitions). The discussion resulted in motion by Mark Schneider, CEC, AAC to combine the funds and rename the account to the Bernard Urban & Patrick Mitchell Competition Fund. The application will be revised to dictate eligible distribution amounts depending on the competition level. This motion was seconded by Gene Christiano, CEC and approved by the Board. Chef Schneider agreed to update the application for the Bernard Urban & Patrick Mitchell Competition Fund.

Chef Schneider continued to review the profit & loss statement. He acknowledged the following Chapters for making contributions:

Fort Worth Chapter	Operating	\$250
Red River Chapter	Chef Relief	\$500
Coastal Bend Chapter	Operating	\$500
Rick Neal, CEC	Chef Relief	\$100
Delgado Collective	Chef Relief	\$1,000

After reviewing revenue and expense activity, Chef Schneider made the following recommendations:

1. Increase current membership by 5% - 20%
2. \$1,000 tithing from each TCA Chapter
3. Conduct profitable State Convention
4. Develop a \$2,500 Culinary Institutes sponsorship level

Chef Robert Hale inquired about the Culinary Institutes sponsorship and offered to assist Schneider with the design and implementation of that program.

B. 2021 Budget: Mark Schneider, CEC, AAC stated that the 2022 budget will be presented to the Board in October.

C. 2021 ACF National Convention: President Cook referenced the 2021 ACF National Convention, which will take place in Orlando, FL. Cook explained that he and other ACF Chapter Presidents will be hosting a rap session to help give a voice to the Chapters at a National level. He stated that this session may or may not be attended by ACF National Board members but he's excited to have the opportunity for Chapter representation at the National level. President Cook thanked the Texas Beef Council for their involvement and applauded those competing,

adding that Texas is very well represented. Finally, he expressed optimism that Texas will be back in the rotation to host an ACF National Convention.

E. Culinary Vision Partner Report: Len Pawelek reviewed the 2021 CVP Partners as follows:

Texas Beef Council	Diamond	\$	10,000.00
Ben E. Keith	Platinum	\$	6,000.00
Sysco	Platinum	\$	6,000.00
ZWILLING J.A. Henckels LLC	Gold	\$	3,000.00
AccuTemp Products	Gold	\$	3,000.00
Fresh Pasta Delights	Silver	\$	1,200.00
Presenture	Silver	\$	1,200.00
Seafood Supply	Bronze	\$	600.00
		\$	31,000.00

F. Chapter Contributions: Mark Schneider, CEC, AAC reminded Chapter Directors to tithe \$1,000 to the TCA operating account. He encouraged additional contributions for the Restricted Accounts.

V. New Chapter Development

Rick Neal, CEC explained that the New Braunfels Chapter has expressed interest in forming a Chapter and has been provided with the information necessary to do so. Additionally, the Lubbock Chapter is in a holding pattern; however, there is optimism that they will join with the relocation of Mark Schneider, CEC, AAC to the Lubbock area.

VI. Nominations & Elections

A. Isaac Pina Award: No applications were submitted.

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

President – Len Pawelek, CEC

1st Vice President – Mark Schneider, CEC, AAC

Secretary/Treasurer – Michele Brown, CEPC

Chef Schneider explained that Michele Brown's interest needs to be confirmed due to personal circumstances.

C. Chapter Directors: The following Chapter Directors were announced for the 2021-2023 term:

Austin Chapter
Brazos Valley Chapter
Coastal Bend Chapter

Robert Hale
Mark Torres
Michael Smith, CEC, CCA

Concho Valley Chapter
Dallas Chapter
East Texas Chapter
Fort Worth Chapter
Golden Triangle Chapter
Heart of Texas Chapter
Houston Chapter
Red River Chapter
Rio Grande Valley Chapter
San Antonio Chapter

Chad Lowry
Cassandra Armstrong
Brett Keckeisen
Caroline Taylor
Charles Duit, CEC, AAC
Reannon Ruark
Reginald Martin, CEC, CCE
Rusty Weatherly
Joanna Martinez
Sam Boisjoly

VII. State Convention:

The East Texas Chapter is tentatively scheduled to host the 2022 State Convention. Chef Rick Neal, CEC stated that he needed to confirm with the East Texas Chapter leadership. President Cook stated that the Red River Chapter had also expressed interest in hosting.

VIII. Roundtable/Adjournment

Chef Dean Sprague, CEC expressed thanks to President Cook for his four years of service as TCA President.

Members of the Board encouraged Chef Dean on his upcoming ACF competition.

Chef Robert Hale volunteered to host the 2022 Winter Board Meeting at the Texas Beef Council headquarters in Austin.

President Kelly requested a motion to adjourn at 10:56, which was granted by Mark Torres, seconded by Gene Christiano, CEC and approved by the Board.

Approved by:

Mark Schneider, CEC, CCE, AAC
Secretary/Treasurer

Date