

Texas Pecan Board Meeting Minutes

Tuesday, February 19, 2019
American Pecan Council Office
Fort Worth, TX 76107

TPB Members Present: Rodney Myers, Tami Sorrells, Mike Adams, David Leonard, Errol John Dietz, Larry Don Womack, Kyle Brookshier.

TPB Members Absent: Lance Lampman and Glen Honaker

Others Present: Patrick Dudley - TDA, Bob Whitney – TPB Exec. Dir, Mrs. Rodney Myers, Allison Beadle – Wild Hive, and Alex Ott – APC Exec. Dir.

Larry Don Womack called the meeting to order at 10:02 am.

Alex Ott with the American Pecan Council (APC) was introduced and he introduced fellow APC staff. Alex then showed a PowerPoint on strides made by APC since inception. PowerPoint showed the cost of production in various areas of the US and APC goals going forward.

Patrick Dudley with TDA conducted the swearing-in of board member, Errol John Dietz. Patrick stated trainings on the Open Meetings Act to be completed in the future.

Minutes from the previous meeting were reviewed. Kyle Brookshire moved minutes be approved as presented; Errol John Dietz seconded. Motion passed.

Round table discussion of crop updates. Crops are mostly being held and/or put in cold storage due to the market situation. Basically, there are no buyers and no pecan movement.

A financial report including and profit-and-loss statement, balance sheet, and assessments, show collections are severely below expectations. Not many collections coming in due to market conditions and First Handlers not collecting. Bob has made contacts and letters have been sent and will continue to be sent. TDA will be involved in helping collect. Patrick Dudley stated the TDA will enforce collections starting with suspension of licenses if needed. Rodney Myers moved financials be approved as presented and Kyle Brookshire seconded. Motion passed.

Discussion of the adoption of new TPB Bylaws. Board members went through the proposed bylaws and discussion centered on the definition of a pecan grower and who can be elected to the board and terms of office for board members. The definition of a pecan grower and board member was changed to reflect what was spelled out on the original ballot from 1998. Next terms of office for board members were discussed and the board decided to leave the term open with no limits on the number of terms served. Motion by Errol John Dietz to adopt the new bylaws and seconded by Kyle Brookshire. All aye in favor of adoption of new TPB Bylaws.

Discussion of the adoption of TPB Executive Director Position Description and Job Responsibilities. Kyle Brookshire made a motion to approve the new Executive Director Job Description and Responsibilities, Errol John Dietz seconds. Motion passed.

Board discussed the TPB hosting of the APC Pecan Standards informational meeting in DeLeon on February 27th. Kyle states this is needed by the industry. APC will give more information at the meeting in DeLeon and everyone encouraged to attend.

Allison Beadle with Wild Hive Marketing is introduced and she shows the video her company produced called, "Papa Pecan" made with TPB funding and the Ivey Family and Rio Bravo Farms. Allison presented several options for marketing Texas pecans. She discussed pecan market survey, Food Influencer promotion, Grower/Retail promotion, booth in different communities, and Up and Coming Pecan tour in April. After board discussion Larry Don Womack suggests spending up to \$200,000 for Texas pecan promotion with Wild Hive and under Bob Whitney's direction. Mike Adams moves to spend up to \$200,000 for pecan promotion, and Kyle Brookshire seconds that motion. Motion passed.

Board discussed the pecan grower network for integrated pest management and pecan crop progress as presented by Bob Whitney. As this time no funding is available for this.

Bob Whitney gave updates on Specialty Crop Grant status, updates to TPB website, and discussion of upcoming program dates with Wild Hive.

Board discussed the recent pecan industry meetings and having Texas representation at these meetings. SUSTA has awarded \$1.3 million but not dispersed until decided where to send money. Some discussion of conflicts with USPGC and APC over ATP funds. USPGC has applied for MAP funding and also applied for an ATP grant. Currently USPGC operates under APC.

With no further business the meeting was adjourned at 3:30 pm. Motion by David Leonard and second by Larry Don Womack. Motion passed.

Respectfully submitted,

Tami Sorrells, TPB Secretary/Treasurer