

C.A.S.I.-CHILI APPRECIATION
SOCIETY INTERNATIONAL, INC.

BOARD OF DIRECTORS

JANUARY 26, 1989

KANSAS CITY, MISSOURI

Board Members Present: Bobby Aldridge, Larry Burruss, Ralph Hay, Ken Hudspeth, Pat Irvine, Ray King, Bob Whitefield, Vann York

Absent: Rex Jones

Vann York, President, called the C.A.S.I.-Chili Appreciation Society International, Inc. Board of Directors Meeting to order at 11:30 p.m. on January 26, 1989, at the Boasberg Company, Kansas City, Missouri. Howard Boasberg, President of Boasberg Company, welcomed the Board to Kansas City and to the Boasberg Company.

Pat Irvine, Treasurer, gave the Treasurer's Report and distributed income and expense statements from the 1988 Great Peppers' Meeting and the 1988 Terlingua International Chili Championship Cookoff. The legal fees due Gunn, Lee & Jackson, P.C. were discussed. The balance due as of January 5, 1989 is \$12,583.53. For each one dollar received by the law firm prior to January 1, CASI received \$1.50 credit.

Vann will send to each Great Pepper a copy of the last billing from Gunn, Lee & Jackson and a recapitulation of legal expenses and fees paid by CASI.

A budget for the Board will be prepared. Each director was urged to submit to Pat or Vann his proposed Board expenses for the 1988-1989 fiscal year.

Membership procedures were discussed. Larry Burruss made a motion that membership applications be sent directly to the Membership Chairman who will mail cards to the new member and send a copy to the Executive Director and the Newsletter Chairman effective as soon as implementation is practical. Ralph Hay seconded the motion. The motion carried with a vote of: For: 5, Against: 2, Abstain: 1

Vann reported that trademarking "Terlingua International Chili Championship" had been held in abeyance. Larry Burruss made a motion that Vann contact Ann Livingston of Gunn, Lee & Jackson, P.C. to determine the feasibility of trademarking "Terlingua International Chili Championship and also to determine whether or not to challenge the Tolbert Group on its use of "Terlingua Original Chili Championship."

In the event Ann Livingston feels it advisable, we would contact the Tolbert Group to desist from its use of the name. Ken Hudspeth seconded the motion which carried unanimously.

Ray King, chairman of the sponsor's committee gave his committee's report. The committee recommends a three-tiered structure to generate the most income. The structure was as follows:

~~GOLD SPONSOR:~~ would contribute \$10,000 per year to CASI for ~~five years.~~ For this CASI will give the :

1. Name and logo to appear on all CASI advertising and promotional material.
2. Sponsor will be allowed to use CASI name and logo in their advertising.
3. Be allowed to have signage at the main stage and other key locations at Terlingua cookoff. 50% - 60% of total sponsors signage.
4. Guaranteed non-competitive "Produce of CASI" for duration of contract.
5. Be allowed to present all winner trophies (separate from Special Awards).
6. Be Guaranteed one spot on the arena floor during the cookoff at Terlingua.
7. Will be allowed 15 passes to the "VIP SPONSOR TENT".
8. Be allowed to furnish promotional items for giveaways.
9. Be allowed to have their name and logo on all visuals Ex: T-shirts, bumper stickers, buttons, etc.
10. Be allowed to advertise as (name and log) "Presents the 23rd annual" etc.
11. Will receive "tagline" mention on all electronic media paid for by CASI.
12. Product will be promoted from the stage throughout the cookoff.
13. Availability of CASI expertise to help promote products.

The sponsorship will apply to the Terlingua cookoff only. Any sponsorship contract will require Board approval.

Ken Hudspeth made a motion that the three-tiered sponsorship program be accepted. Ray King seconded. Motion carried. Ken Hudspeth made a motion that we accept a maximum of five GOLD Sponsors per year. He withdrew his motion.

SILVER SPONSOR: Would contribute \$5,000 per year to CASI for a minimum of three years (to be negotiated at the end of three years). For this CASI will give the SILVER SPONSOR:

1. Name and logo to appear on all CASI advertising and promotional material.
2. Sponsor will be allowed to use CASI name and logo in their advertising.
3. Be allowed to share with other Silver Sponsors the remainder of the signage at the main stage and other key locations at Terlingua cookoff.
4. Guaranteed non-competitive "Product of CASI" for duration of contract.
5. Will be allowed 8 passes to the "VIP SPONSOR TENT".
6. Be allowed to furnish promotional items for giveaways.
7. Be allowed to have their name and logo on all visuals when applicable.
8. Be allowed to advertise as "Sponsor of" Terlingua International Chili Championship.
9. Will receive a reduced amount of promotion from the stage throughout the cookoff.
10. Negotiated amount of availability of expertise to help promote products.

Would contribute \$500/\$1000 per year to CASI on a yearly basis. For this CASI will give the ;

1. Signage
2. Be allowed to furnish promotional items for giveaways.
3. Will be allowed 4 passes to the "VIP SPONSOR TENT."
4. Will be allowed to advertise as "Sponsor of"
5. Sponsor's fee could be paid in cash and/or product as negotiated

Bob Whitefield presented a proposal to the Directors to increase membership and cash flow for Growth Plan. The Churchill Group, Inc. had prepared Public Relations Recommendations for fund raising and Membership Drive. Each Director received a copy of the recommendations. Methods of implementing the recommendations were discussed at length. Bob will obtain additional information for a later presentation to the Board.

Ken Hudspeth made a motion that:

1. We direct Bob Whitefield to continue to pursue the fund raising proposal in the direction of:

- (a) competitive proposals (i.e. Boasberg)
- (b) Board, as a group, seek individuals who would be willing to underwrite this type of proposal.

Larry Burruss seconded. Motion carried.

Because of time strictures, the meeting adjourned until 8:30 a.m. on January 27, 1989.

Vann reconvened the meeting of the Board of Directors to order at 8:30 p.m. at the Plaza Marriott Hotel, Kansas City, Missouri. All directors (except Rex Jones) were present.

Ken Hudspeth reported on the "Board Expansion Committee. The committee recommends "At Large" Board Membership and defined geographical area Board Membership to insure that areas that have the large volume of cooks, cookoffs, and pods receive equal representation. No action was taken on the committee recommendations.

Larry Burruss urged that any Pod requesting seeding at the annual Great Peppers' Meeting be active at least ninety (90) days prior to the Annual Meeting.

Ken Hudspeth presented an insurance proposal for CASI and its Board of Directors. A one million dollar policy would cost approximately \$1200 per year. Individual cookoffs would also obtain coverage. Ken will obtain more information on Pod coverage.

The Terlingua International Championship Cookoff was discussed. We need to talk with Glen Pepper towards the following objectives:

- 1. A CASI concession stand
- 2. Additional bathroom facilities
- 3. Additional clearing for more camping and cooking spaces.

Bob Whitefield suggested a VIP area behind the stage, charging \$75 per VIP to entitle the person to free beer and snacks during the cookoff and related activities. Bob Whitefield made a motion that we have a VIP booth, to include media and sponsors, with secured admittance (VIP tag) at a suggested cost of \$50 to individuals. Larry Burruss seconded.

Motion carried.

Vann York made a presentation on individualized trophies for the cookoff. He has obtained several costs estimates. Ken Hudspeth made a motion, seconded by Ralph Hay, to proceed with the trophies in our CASI logo. Motion carried.

Vann York stated that in the past, Quaker Oats has made contributions to the cookoff "Behind the Store." He requested Board authority to draft a letter to Quaker Oats protesting this practice. Vann will compose a letter and submit it to the Board. Each Board member can individually decide whether to submit the letter to Quaker Oats. Ken Hudspeth will draft a letter to Quaker Oats requesting sponsorship for our cookoff.

Bobby Aldridge requested more input for the Newsletter. He was congratulated on the excellent job he has done with the CASI newsletter.

Ray King was thanked for his hard work with Gaviscon as our cookoff sponsor.

Meeting adjourned at 11:30 a.m.