

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

June 17, 1989

Cibolo, Texas

Board Members present: A. Vann York, Ray King, Ralph Hay, Rex Jones, Bobby Aldridge, Ken Hudspeth, Larry Burruss, Bob Whitefield, Pat Irvine

A. Vann York, President, called the meeting of the Board of Directors to order at 9:30 a.m. on June 17, 1989 in Cibolo, Texas. The minutes of the Kansas City Board meeting were approved.

Robert Bell presented a fund-raising proposal to the Board--a raffle of a Ford Ranger to pay the legal defense debt and to raise money for operating expenses. This would combine the efforts of all pods. Robert would be able to coordinate the effort to deliver tickets to each Pod at or before the Great Peppers' Meeting. Larry Burruss made a motion that we accept the proposal. Ralph Hay seconded the motion. Motion carried unanimously. Robert Bell was appointed as chairman of the committee. The Board agreed to reimburse Robert for printing and postage.

Robert Bell also proposed that CASI enter into a contract with Crown Company of Odessa to furnish 30 Chemcans for the Terlingua Cookoff. The approximate cost would be \$2,400. Vann discussed porta-potties with Glen Pepper, and he agreed that something needed to be done. Ken Hudspeth made a motion, seconded by Pat Irvine, that Vann take this to Glenn Pepper for negotiations. Motion carried.

Budget was discussed. Vann requested that each board member submit their their budget to him as soon as possible so that the budget can be prepared.

Membership Bob Whitefield has a list of 260 members. There are currently 48 life members. Newsletter is being mailed to Regional Referees and Great Peppers. We need to increase membership. Ken Hudspeth will mail out membership blanks to directors. Discussion was had on requiring CASI dues of each Terlingua qualifier. Larry Burruss suggested that the effective way to collect dues was through the Pods--that dues structure be changed in the Pods to require an assessment to CASI. Larry requested that we go on record that Pods initiate an additional \$5.00 in their dues structure to collect CASI dues. The membership list will be audited at the Great Peppers' Meeting.

Larry suggested that each Pod be required to have 25 paid CASI members in order to be sanctioned. Bobby Aldridge suggested that we send out membership applications for each Great Pepper. Larry requested Vann to write a letter to Great Peppers asking for directions on implementing a mandatory dues requirement.

Bobby Aldridge reported that the next newsletter deadline was August 15, 1989.

Trademark: Ann Livingston with Gunn, Lee and Jackson has changed law firms. We received a letter from Ted Lee about paying our bill. We then received a letter that they would proceed on the trademark as soon as we made a substantial payment on our account. Vann is going to write a letter stating that we want to work with them and make payments as our budget permits. Larry Burruss made a motion that we send \$3,000 with letter to law firm. Ken Hudspeth seconded the motion. Vann was not in favor of sending money until progress had been made on trademark. Larry amended his motion that Vann be authorized to make payment of \$3,000 but we would need to pursue trademark immediately. Ken seconded amendment. Motion, as amended, carried.

Sponsorship: Ray King suggested that we print a professional brochure to make a presentation to potential sponsors. A copy of the presentation is attached. Board changes were as follows:

BLUE SPONSOR was changed to CASI sponsor. The minimum for a CASI supporter was changed to \$500 a year. Signage for a CASI supporter would be as negotiated.

Ray requested authority to have brochures printed. Pat Irvine made a motion that the sponsorship committee report be accepted and that Ray King be authorized to have brochures printed. Rex Jones seconded. Motion carried.

Ray reported that Gaviscon took the Terlingua champion to New York City. This year they cooked at the New York Press Club. In Kansas City, Long Beach and Phoenix, representatives worked at R.V. shows distributing Gaviscon, chili recipes and promoting C.A.S.I. Plans are to work 40 shopping mall shows. Lynn Hejtmancik and Ray King are going to Milwaukee in July. Gaviscon is planning on taking Lynn to Seattle the week before the Great Pepper's meeting. Another show is planned in Dallas for October 13-14, 1989. In Washington, D.C., Ray and Judie King, Irene and Duffy Duffield and Lynn and Carolyn Hejtmancik met with four pods. They conducted a chili cooking seminar. Ray will meet with Gaviscon next week in Missouri.

Larry Burruss discussed the situation with Mrs. Rubio, the cook from California who was not permitted to cook at the 1988 Terlingua Championship. He reported that a lawsuit had been or will be filed against Warner Lambert and Target Marketing.

It may cost Chilympiad a sponsorship. He requested that everyone work closely with sponsors and be very clear on negotiations.

Ken Hudspeth reported that there were several other negative repercussions from this. He stated that five cookoffs that Clorets sponsored last year. This year they are committed to only two cookoffs as sponsors. They may do the Massachusetts cookoff. Disneyworld had talked of doing a "Sea to Shining Sea" cookoff. They investigated and would not work with CASI or Target Marketing. Ken reported that Warner Lambert has probably spent \$200,000 over the last three years in promoting CASI and chili. Ken felt that the chili cooks should be apprised of the negative publicity and loss of sponsorships resulting from the vote to deny Mrs. Rubio's cooking. The consensus of the board was to leave the issue alone.

Bob Whitefield reported on the Churchhill Group. He hoped that Mischer would get behind the Churchill group. Mischer chose not to do so. Mischer was willing to sell us one of two tracts that he had available in the Terlingua area for \$150 per acre. The land is unimproved, and no water is available.

Vann reported that he had talked to Glenn Pepper. Glenn wants to have our cookoff at Villa de la Mina again this year. Vann commented that CASI needs to make some permanent arrangements.

Bob Whitefield proposed a concept of forming a CASI land ownership corporation with very restrictive bylaws and covenants. Ken suggested a shareholder's agreement. Ken suggested that each shareholder have a pre-assigned space as long as shareholder owns a tract and is qualified. Vann agreed to make a trip to Terlingua and look at available land in the area. Larry Burruss made a motion that Bob Whitefield be given the authority to negotiate with Mischer for an option to purchase. Vann York seconded. Motion carried.

Larry Burruss suggested that we start subscriptions and set enough aside to start to purchase some acreage. Larry asked Bob Whitefield to see if we can lease a section for this year.

Insurance: Ken Hudspeth reported that Bill Cook has a formal quote for liability insurance coverage. The proposal was \$750 a year for \$500,000 coverage and \$1,000 a year for \$1,000,000 coverage. This covers directors, extends to the Great Peppers and regional referees. The insurance would cover the Terlingua Championship cookoff. Individual "day of cookoff" coverage is based on number of cooks that cooked the previous year. The rates are very reasonable. All of the "day of event" cookoffs insurance would be done on an optional basis. Even if cookoff does not have event coverage, CASI and the Board of Directors would be covered. Ken requested Board authority to pursue this. Ralph Hay made a motion, seconded by

Bob Whitefield, to put the insurance into place at a \$1,000 maximum premium. Motion carried.

Trophies: Vann has obtained several quotes on standardized ~~three-dimensional~~ trophies. The cost to CASI at this point would be prohibitive--\$6,000 approximately for artwork and molds. Bobby Aldridge requested recognition for the finals table at Terlingua. Bob Whitefield made a motion that the finals table be recognized with an award at Terlingua after recognition of top chili and showmanship winners. Bobby Aldridge seconded the motion. Motion carried. Ken Hudspeth was given the responsibility of talking to T.J. Jowell about "rock trophies" for the finals table awards.

T-Shirts: Ken reported the following prices on 502 Steadman T-shirts or Terlingua. The T-shirts would have ribbed collar and banded sleeves. The prices quoted were: \$4.87 for white, \$5.05 for color and \$5.33 for dark color. Double X shirts would be \$0.95 more. Printing would be 35 cents a shirt. A triple X shirt can be purchased for \$2.00 more. The only color available in Double X is a turquoise color. Vann selected gray shirts with navy blue lettering. Invitations and membership cards will be ordered in these colors. The Board preferred a non-ribbed collar on the T-shirt rather than a ribbed collar.

Posters: Vann stated that if posters could not be available before the Great Peppers' Meeting, that they were unnecessary. Ken requested that the poster have pictures of last year's winner, Great Pepper of the Year, and Chili Head of the Year. Ken will coordinate the poster with Bill Neale.

CASI Booth: Vann will discuss the CASI booth with Glenn Pepper. Bob Whitefield, chairman of the Booth, is considering sending a letter to each cook and showteam qualified to participate offering admission to the CASI booth for \$10 each. Ken will get fencing for the area. Ken can buy frozen tamales for \$2.00 a dozen. Chili can be served if each cook brings a gallon of chili for the booth. Bobby Aldridge will bring a cooker.

Terlingua Committees:

Chief Chili Judge - Ken Hudspeth

Site Chairman - Larry Otto (All Board members are on the site committee.)

If cooks, show teams or judges arrive after 7:00 p.m. on Friday, no sites will be saved.

Great Peppers' Meeting - Bob Whitefield presented information to the Board on plans for the Great Peppers' Meeting.

501(c)(3) Application: Vann has discussed with a C.P.A. about filing an application for recognition of tax-exempt status. He will obtain a cost estimate. If we can get this done for less than \$1,000 Vann will proceed with it.

Rules: Ken stated that there has been a need for a clarification of the "no smoking" rule. Ken requested that the rule be interpreted that there be no smoking inside the designated judging area from the time of chili turn in until all chilis are judged and tallied. A vote was taken. Eight directors voted for this interpretation-one voted against this interpretation.

Discussion was had on possible action to be taken against individuals who cook at the CASI Terlingua championship and the other cookoff held in Terlingua the same weekend. There was no resolution on this matter.

Ken stated that he continues to have problems with the "thirty-day" rule as it is currently written. The rule currently reads that failure to comply will be a "flagrant violation" mandating a two-year suspension of the cookoff and the site. Ken wants to send out a mail vote to the Great Peppers prior to the annual meeting making this rules change retroactive. Larry Burruss made a motion that we insert the words "in September" where it is appropriate to imply that any cookoff in September that is not advertised 30 days in advance would be a flagrant violation and the cookoff and/or site would be suspended for two years. Ray King seconded the motion. Ken suggested a friendly amendment that the Great Peppers be given an option: (1) mandatory death penalty would apply in September or (2) no mandatory penalty pre-established. Larry did not accept the amendment. The vote was: For - 8 Abstain - 1.

Ken made a motion to allow an option for the Great Peppers deleting words "flagrant violation" in any format. Ken withdrew his motion.

Ralph Hay made a motion to adjourn, seconded by Rex Jones. Meeting adjourned at 3:50 p.m.