

**MINUTES OF THE
REGULAR MEETING OF THE
BOARD OF DIRECTORS
OF THE
CHILI APPRECIATION SOCIETY INTERNATIONAL, INC.**

**Irving Elks Lodge
IRVING, TEXAS**

JANUARY 27, 2008

The President called the meeting to order at 8:00 A.M.

The Secretary called the roll and the following Directors were present:

Jim Ezell, President
Renee Moore, Vice-President
Bill Pierson, 2nd Vice-President
Garnier Albus, Treasurer
Ed Blair, Secretary
Bucky Seelig, Director
Dorathy Williams, Director
Tim Collier, Director
John Goforth, Director
Alan Dean, Executive Director

The following Director was not present:

Ken Rodd

Secretary Blair announced that a quorum was present.

President Ezell thanked everyone for coming.

Approval of Minutes of October 31, 2007 Meeting

Secretary Blair distributed the minutes of the Board Meeting of October 31, 2007.

MOTION by Bill Pierson to approve the minutes of October 31, 2007. The motion was duly seconded.

Motion passed: Unanimous

Ratifications of Board Actions

Alan Dean sought Board Ratification concerning various email votes of the Directors to include:

MOTION by Bill Pierson to ratify the election of members of the Rules Committee being Ken Peach as Great Pepper-at-large, Bobby Elliott as Member-at-large, Bucky Seelig, Director-at-large, to join the Tallymaster and Executive Director, who are permanent committee members. The motion was duly seconded.

Motion passed: Unanimous

MOTION by Bill Pierson to ratify the purchase of a printer for Upcomings. The motion was duly seconded. Hearing no objections, the Motion passed.

MOTION by Renee Moore to post CASI history on the website. The motion was duly seconded. Hearing no objections, the Motion passed.

MOTION by Garnier Albus to renew membership in the Big Bend Chamber of Commerce. The motion was duly seconded. Hearing no objections, the Motion passed.

MOTION by Bill Pierson to ratify the credit card program at TICC. The motion was duly seconded. Hearing no objections, the Motion passed.

MOTION by Bucky Seelig to ratify the refrigerator purchase for TICC. The motion was duly seconded. Hearing no objections, the Motion passed.

1st Vice-President's Report

Renee Moore announced that Martin Willey has stated that Rio Bravo Security will come back for the same price of \$9,750. Moore reported that the established hours work well. She stated that they are doing a wonderful job and that the Sherriff is happy.

MOTION by Alan Dean to approve Rio Bravo Security for 2008 TICC at a price of \$9,750. The motion was duly seconded.

Motion passed: Unanimous

Moore discussed a request by Martin for a lean-to for the Sheriff's group to use in Krazy Flats. Open discussion ensued and the matter is to be pursued by seeking input from Martin on his ideas of what is needed.

Moore discussed getting a light to shine on the Memorial Board. Ezell suggested it be a dual light so it can also shine on the flag that flies there. Moore and Bill Pierson will pursue the lights. Moore stated that she will continue to pursue getting a cover for the Board.

A plaque is needed for the stage to honor Tex Schofield and ideas for wording are to be sought. Bucky Seelig agreed to speak with Elton Homesley for his thoughts.

During TICC, Stage Road will be closed on Saturday morning until the completion of the announcements. Access to the cooking area as well as the stage area for cooks will still be available through the bottom gate, after show is over.

Moore announced that the Gate Coordinator for 2008 TICC will be Donna Conrad. She confirmed that Tim Collier agreed to handle dealing with people that were bringing in furniture. Moore also stated that the front gate operations will be closing at 8:00 PM on Saturday and that the back gate will open at the same time, so people can leave that night or the next morning. The Rules of the Ranch will be published again. No changes were deemed warranted but the issue of warning people that no tires are to be burned will be emphasized.

Treasurer's Report

Garnier Albus presented the CASI financials. (Appendix A)

MOTION by Bill Pierson to accept the Treasurer's report. The motion was duly seconded.

Motion passed: Unanimous

It was noted that Garnier Albus and Ed Blair will be members of the CASI Finance Committee.

Dean requested discussion and clarification of how the 75% reimbursement up to \$10,000 is handled for the Great Peppers' Meeting.

Albus stated that the host pod submits a budget for the Meeting that includes their fundraising efforts. Dean asked "Do they at that point earn the \$10,000 or do they earn the amount of expenses they need over their fundraising?" No, they do not earn the \$10,000 immediately. The practice is they earn the amount needed to cover the shortfall in fund raising up to the \$10,000, which is paid out as needed.

Membership Report

John Goforth submitted a Membership by State report and discussed the fluctuations in membership around TICC. Membership issues were discussed and it was clarified that the day after one's membership expires, their CIS access automatically terminates. Open discussion ensued on membership issues.

Sponsorship Report

Jim Ezell stated 2007 was a record year for sponsorship totaling close to \$100,000 received as cash or in-kind services and goods. For 2008, the level of sponsorships could be critical in that two of the beer sponsors have changed hands. Ezell discussed that Capital One is having issues related to the subprime loan problems. The representative who was our contact has been reassigned and Ezell is in the process of identifying a new contact. Ancira and Bruce Foods are still solid, with Bruce Foods in year three of five of

their Legacy Sponsorship. Seelig raised the possibility of securing sponsors in the same industry as some present sponsors. Ezell stated that any sponsor at the Gold Level will be protected so long as they continue to participate. This does not hold true for beer companies pursuant to State of Texas rules prohibiting exclusive sponsorships.

Tallymaster Report

Bill Pierson presented the Tallymaster's Report showing year to date:

	2008	2007
Cooks qualified	57	69
Show teams qualified	34	35
Cookoffs held	150	158
Chilis judged	4,234	4,679
Money raised	\$333,606	\$315,579

There are no delinquent cookoffs.

***Terlingua Trails* Report**

Bucky Seelig raised the issue of possibly changing the deadline for the *Trails*. Open discussion ensued. Seelig covered the timing of the current publishing process and it was noted that delivery is very timely now.

Upcomings Report

Dorathy Williams complimented Jim Stateczny on his timely securing of a replacement printer. She announced she has sent out 259 packages since October 1.

Seelig asked about the procedures associated with cookoffs that do not meet the 30 day advertising rule. Williams stated she includes in the ad that the cookoff is on probation and reports it to Alan Dean. She does not monitor cookoffs year to year.

Alan Dean raised the topic of Advertising Probation. Open discussion ensued. He requested that thought be given to address the issue at the next meeting.

Public Relations Report

Bucky Seelig stated that the PR reports had been handed out yesterday.

Renee Moore raised the issue of being more sensitive about articles written referencing other cookoffs. Open discussion ensued.

Ezell stated that in the public relations report that Ken Rodd has asked the Board to consider having a director, current or newly-elected, to work with him during TICC 2008 to provide an overlap before assuming full responsibility. Ezell stated that the new committee structure of CASI should address this concern.

Meeting recessed for a short break at 10:25 a.m.

Meeting reconvened at 10:40 a.m.

Executive Director's Report

Alan Dean reported on the history of the property and liability insurance. In 2003, the premiums were \$17,600. Since then, the limits of the coverage have increased greatly and yet the current premiums are lower at \$16,800.

Dean recommended that in the future the Board closely examine the hiring practice of contractors doing work on the Ranch regarding whether they have coverage in place. If they don't, there is no coverage for people we hire. Open discussion ensued.

Joe Price is making lots of changes for member information within the CIS. Dean stated we need to keep asking people that have changes in their contact information to send it to Joe Price for input into the CIS. Dean discussed the operation of the CIS including access issues.

Dave Hewlett will, on request, provide mailing labels to promoters of all the cooks in the area of the cookoff.

Dean reported that the Rules Committee has just had one case so far this year which involved a cookoff promoter enforcing a restriction that was not advertised. The issue involved chili grind and its potential definition. However since it was not advertised, the promoter had no standing to challenge the kind of meat used. The cookoff was put on probation.

A committee is studying the rules related to Regional Opens with the intent of having recommendations ready for presentation at the Great Peppers' Meeting.

CASI Museum

Ray King was recognized to speak on the history project and the Ranch and CASI. He has requested information from the members at large and will get answers and compile them into a report.

King discussed the early history of CASI Inc.'s formation advising that most of the founders are deceased. The only current living founders or key people involved are Richard Knight and King. The Old 320 sites 1 -15 were held by the early founders. Now a number of the sites are gone or unusable. King proposed that Old 320 sites 5, 6, 7, 8 and 9 be owned by CASI and never resold. King would procure them for CASI and asked they be held in perpetuity for CASI. The current holders would retain their rights as Old 320 Members and retain the right to cook, if qualified, or designate someone to cook thereon.

If agreeable to CASI, King proposed a rock retaining wall be built to protect the sites from the upper road eroding into them.. King would raise the money for the project so it would be at no cost to CASI. These sites would be dedicated to the memory of CASI Inc. and to the people who founded it. A list of names was provided and included Frank

Tolbert as he brought a lot of positive publicity to CASI in the early years. It is Ray King's request that he be included, recognizing it would be up to the Board to decide.

The site would have a plaque. King also proposed that Old 320 site #1 be reserved as a place of honor for the past year's champion to cook. By having them cook on this site, it would make it easy for people, especially the media, to find and congratulate them.

If the Board approves the proposal as presented, King is prepared to convey all the rights and privileges of C.A.S.I. Inc. over to CASI, including trademarks on the name, copyrights on the rules, and everything else to which C.A.S.I. Inc still has title. At that time, C.A.S.I. Inc. would be dissolved.

Ezell requested that King explain the history of the transition from C.A.S.I. Inc. to CASI.

King stated that when C.A.S.I. Inc. was formed, there were lawsuits with the Behind the Store Cookoff group and ICS. In order for the organization to grow, a larger organization needed to be formed. Still, early it was small and King was concerned that it could be taken over and all that C.A.S.I. Inc. owned could be lost, if it was transferred at that time. Several years ago, a letter from C.A.S.I. Inc. to CASI was signed granting use of C.A.S.I. Inc.'s assets to CASI. Now that it is bigger and well established, King is willing to outright transfer these assets.

Ranch Report

Dorathy Williams presented information on the proposed Krazy Flats Building addition. A bid by David Jones was presented.

Bucky Seelig pointed out that in the Krazy Flats report, 22 people had renewed their Krazy Flats Sponsorship with more expected. The report states that there is \$1,800 remaining from prior programs bringing the total available to \$4,000. Open discussion ensued.

Consensus was that bids should be obtained and a written binding contract be executed from whoever is awarded the work. Dean stated that a bid process was discussed several years ago.

Old 320 Report

Ralph Hay requested that the funding for the Old 320 Cook's raffle be raised from \$300 to \$320.

The issue of those holding Old 320 sites and not being current CASI members will be addressed at the Old 320 Meeting at TICC.

MOTION by Bucky Seelig to set the Old 320 Cook's raffle at \$320. The motion was duly seconded.

<i>Ayes: Albus</i>	<i>Moore</i>
<i>Blair</i>	<i>Pierson</i>
<i>Collier</i>	<i>Seelig</i>
<i>Dean</i>	<i>Williams</i>
<i>Goforth</i>	

Nays: Ezell

Motion passed.

Scholarship Committee

Alan Dean reported on the status of the applications received.

MOTION by Bill Pierson to approve 5 CASI Scholarships and 1 Valedictorian Scholarship for Terlingua High School. The motion was duly seconded. Clarification was made that the Schofield Scholarship is not included in the above, but it is handled by the Committee as well.

Motion passed: Unanimous

Bucky Seelig inquired as to whether a permanent Chairperson should be sought from within the existing committee and if so how the selection would be made. Dean stated that as discussed yesterday at the TICC Workshop, he will document the workings of the National Scholarship Program.

Ezell stated that the Committee was established by the Great Peppers and that clarification should be sought from them as to how this will work. Dean is doing due diligence on the workings of the committee and will submit a report and recommendations to the Board in July and ultimately for the Board to present to the Great Peppers. Ezell stated that all the Board does is fund the scholarships granted.

Bucky Seelig stated that Hut Brown had past recipients write an article every month to be included in the *Terlingua Trails*. Seelig asked that this continue.

TICC

MOTION by Garnier Albus to raise the TICC gate fee to \$30 and further to retain the \$10 Saturday fee which will start at 8:00 AM on Saturday morning. The motion was duly seconded.

Motion passed: Unanimous

Renee Moore requested that the new policy discussed on Saturday relative to the 2nd Place Chili winner at TICC being designated as the Reserve Champion be read into the Minutes.

Judging sheets will be printed and brought to TICC for the beans, salsa and wings events by Ed Blair in his capacity as Director over the National Scholarship Day. Each year Donn Shands provides the new logos to go on the sheets.

Renee Moore will handle the Saturday chili judging sheets.

Beverage prices will be discussed at the July Board Meeting.

Amarillo Great Peppers' Meeting

Garnier Albus reported the Fifth Season Inn will be the site of the Meeting. . Rooms are \$69 plus tax. A limited number of Suites are available at \$79 plus tax. Smoking rooms are available although not many. The hotel is nonsmoking, other than one of these rooms. The hospitality rooms will be nonsmoking.

Old Business

Renee Moore expounded further on the CASI Museum and the History Project.

Jim Ezell discussed his ideas on the building size, layout and operations of the Museum. While he would prefer it to be 2,500 square feet, he stated that a 1,500 square foot building is the most cost effective to build. He envisioned a building with no windows (for security), a roll up rear door for storage and a front porch with native stone. He suggested that each year a new display be put out by the Museum Committee or a selected Pod. Future improvements would probably include fireproof safes, humidity control and display cases. As needed, the building could be expanded. The cost of the basic building is expected to be \$25,000 to \$30,000. Blair suggested that consideration be given to building it to size initially, as Ezell has pointed out that Krazy Flats and City Hall were built too small.

Alan Dean discussed the parameters of the online History Preservation Project.

New Business

MOTION by Bill Pierson to pursue restructuring CASI into Committees at the July Board Meeting, initially with Administration, Finance, Membership, Public Relations, Public Safety, the Ranch, Risk Management, and Sponsorship. The motion was duly seconded.

Motion passed: Unanimous

It was determined that the criteria for inclusion on the Memorial Board should be reduced to a policy. Renee Moore will write a policy as to who may be included. Moore stated she is currently following the policy initiated by Elton Homesley of putting any chili cook,

regardless of membership status or affiliation with any chili organization, on the Board if a request is received.

Ezell expressed a strong belief that names should be placed on the Memorial Board only if something is known about them. He suggested obtaining information and possibly recording on an index card for each person. Moore advised that she is currently receiving bios for those names on the Board and intends to create a binder for this purpose.

Renee Moore relayed an inquiry from a person who requested to make a donation through the website. Moore asked if there is a way to put a way on the website to make such a donation. Dean suggested that using Pay Pal would work just as is done for memberships.

MOTION by Renee Moore to include the outgoing directors in all communications until after TICC. The motion was duly seconded. Hearing no objections,

Motion passed

The next Board meeting is scheduled for July 19, 2008 at 8:00 a.m. in Austin, Texas. The location is to be determined.

There being no further business to come before the Board,

MOTION by Garnier Albus to adjourn the meeting. The motion was duly seconded.

Motion passed: Unanimous

s/s Jim Ezell
Jim Ezell, President

s/s Ed Blair _____
Ed Blair, Secretary