

Texas Handgun Association

Board Meeting Minutes

July 17 & 18, 2021

Meeting Called to Order by President Wallace Dunn at 12:00 pm

ROLL CALL by Recording Secretary Alison Adams

Directors Present

Wallace Dunn, President

Dean McCormick

Ken Lewis, Vice President

Aaron Marshall

Alison Adams, Secretary

Ted Tarver- **Absent**

Bobby Clakley

Cheryl Bunyard- **Absent**

Other Officers Present

Executive Director Present

Brad Tarno, Social Media Director

Mollie Clakley

Bill Titus, Finance Committee Chair- **Absent**

Kari Grayson- Membership Director

Members Present

Others In Attendance

Jesse Pullen-Finance Committee Member

Quorum - Yes

AGENDA

- 1) **Approval of Previous Minutes** from May 16, 2021 Conference Board Meeting. Motion to Approve by Bobby, 2nd by Ken, Minutes Approved as Written

- 2) **2021 Conference Report**

No Vote Required.

Mollie Presented 2021 Conference Expenses and Receivables Reporting a Positive Profit of \$6,188.96

Mollie Presented Sales by Product/Service Summary January to June 2021.

- 3) **Budget Committee Report**

Management Report including Profit and Loss Statement and Balance Sheet Presented to the Board.

Discussion Determined Finance Committee should create a Comprehensive Budget.

The Organization will be in need of a Budget Finance & Accounting Replacement for Bill Titus . Motion was Presented by Ken for Bill to Create a Job Description for the Position and Interview Potential Candidates. Dean 2nd the Motion. Motion was Approved.

Wallace called the Board to Executive Session at 12:35 pm. Executive Session ended at 12:45 pm.

Dean Presented motion, Alison 2nd the motion. Bobby abstained from the vote. A Motion Passed, as Discussed.

- 4) **Rewrite TxHGA PowerPoint and Workbook Committee** – Moved to the end of the agenda because of the time required to edit and update.

- 5) **NRA Conference, Houston, TX Sept 3-5, 2021**-Wallace Reported Tx Handgun Booth would cost \$2100 plus \$250 for Corner Space. Dean Moved Association spend up to \$2500 For the Booth, Ken 2nd, and Motion Passed.

NRA Conference Committee Chair will be Bobby.

Roll Call of the Board Attending NRA Conference and Working in the Texas Handgun Booth- Attending: Wallace, Ken, Alison, Bobby, Brad, Kari, Jesse with Aaron as maybe.

Bobby will request a Donated Gun from Charter Arms for Raffle. It was suggested Board Members wear Texas Handgun Association Attire at NRA Conference.

The Weekly Shot will solicit members as volunteers for Booth.

- 6) **Tac-Con, Dallas, TX March 25-27, 2022** – Kari, Alison, and Wallace will attend and represent the Association. No Booth commitment necessary .

- 7) **2022 Conference, Kerrville, TX May 13-14-15, 2022** – Full Outline Presented by Ken and Alison. Committee will continue to meet 2nd Tuesday Evening of Each Month to Continue Developing Conference Speakers and Session Speakers.
New Idea for offering activities/a tour for spouses of Conference Attendees.

Consider Introducing a New Life Level (Life Benefactor, or Legacy Life Member) at Conference and Recognizing Life Groups.

May 12, 13, and 14 of 2023 and May 10,11, and 12 of 2024 have been reserved in Kerrville at the YO Ranch Hotel for future Conferences.

- 8) **Vendor Invitation Letter** – Presented by Alison as an idea for inviting Vendors/Businesses to have a presence on our website. Further discussion about Allowing multiple members to use letter to invite various vendors. Further Discussion needed as we need a uniform system that contacts potential vendors only once and not multiple times.

- 9) **Website Facelift/Enhancements** - Presented by Alison:
Discussion determined Plan of Action to Streamline Website, Make More Mobile Friendly, Use of QR Codes in social media to drive new members. And member participation. Weekly Shot would solicit a Web Master to Assist Mollie. Future development of Mobile App could be considered.

- 10) **Survey Monkey** - Presented by Alison. Agreement that interactive surveys within the organization would be beneficial. A suggestion to use AllCounted.com as an inexpensive alternative with unlimited surveys would serve the needs of the organization at, this time.
- 11) **Gun Shows and Events** - Presented by Bobby. Discussion determined a different approach should be considered, as a means, for membership sign-ups. Possible program would be to Solicit the Gun Show Hosts as Partners/Affiliates and offer them the opportunity to enroll new members, through the use, of the Specific QR code assigned to that Host, which would direct new members to Tx Handgun Website for enrollment.
- 12) **Recruit RTC Directors** Outline and Example of what a Regional Training event would look like was Presented by Ken along with potential Map of the Various Regions. Regional Training Centers would be a cookie cutter program, similar in format, with flexibility for the Regional Training Director/Instructor Hosting to tailor the event according to the region and target market. It was noted that none of the events should increase Mollie's duties. Involvement of Life Members could be considered and Committee would continue to develop program further by Designating the Regional Directors.
- 13) **Membership Growth**- Ideas Presented by Kari.
Update Website, Update Social Media Presence (Facebook, LinkedIn), Make more interactive.
Create 3 minute or less Videos for Marketing, Testimonies, educational opportunities, and updates. Enlist Current Members to Share links to help give broader presence to increase membership numbers.
- Use of QR codes for members to share and affiliates to use to enhance membership growth.
Use of QR Codes for Instructors to refer students and let short videos promote Texas Handgun Association and prompt individuals to enroll as a member
- Research and connect with other organizations and become an affiliate or vendor to their member groups.
Hold Fall Membership Drive and a New Life Member Tier with advantages were also presented, along with member upgrades promoted at Conference.

Wallace moved meeting to a recess at 5:30 pm. Meeting to reconvene at 8:30 am July 18, 2021

Meeting reconvened July 18, 2021 @ 8:30 am.

14) Other New Business– Discussion involved production of short video clips to use in marketing and education. For Video Productions, Bobby Moved to spend \$200 on a Green Screen, Ken 2nd, and Motion Passed.

15) Continuation-Rewrite LTC Power Point and Workbook–An

Addendum/Insert will be given with existing LTC books, as an update of the new Sept 1, 2021, LTC Laws for license holders.

New power points and books will be ready in time for purchase by September 1, 2021.

Edits were begun and will be completed at a scheduled workshop day on July 30, 2021. Editing Committee consists of Mollie, Bobby, Wallace, Aaron, Alison, and Dean

Motion to Adjourn by Dean, 2nd Wallace, Meeting Adjourned July 18, 2021 @ 1:16 pm