

GPTLA Board Discussion Minutes via Conference Call 12/17/24 6:00 PM MST

The GPTLA Board met 12/17/24 via conference call at 6:00 pm MST. Members of the board that were present were Gordon Howie, Lisa Sanders, Lorin Lippert, and Shawn Tobin.

We discussed getting a set schedule of events planned for the upcoming World Qualifying Show in August of 2025. Plans include moving the Bull Showcase "Parade of Bulls" from Saturday morning to Sunday morning before the World Qualifying Show. We will also host a lunch during the World Qualifying Show on Sunday, rather than a meal on Saturday evening. We will also be having a silent auction once again. We decided to do away with the Horn Measurement Event from Friday afternoon, since it was not much of a fundraising part of the weekend.

Banner Sponsorship Sales were discussed once again, and it was decided to go ahead with banners spots at \$100.00 for a 4' wide by 2' tall banner. This will be for any banner spot sold for the GPTLA and does not include any sold by the Top Hand Sale.

Advertising was discussed and it was decided that using the Affiliate News section of the Texas Longhorn Trails magazine would be our best option for now for promotion of the show. It was also decided to do a half-page ad in the Top Hand Sale catalog.

Shawn will be updating the schedule on the webpage.

The next meeting will be held at the Gordon Howie residence on Saturday, January 11th, 2025 at 9:00 am MST.

Shawn Tobin,

GPTLA Secretary