American Brahman Breeders Association

Youth Activities Committee Meeting Minutes

May 18, 2026, 6:30 PM CST
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The Youth Committee meeting was called to order by Melissa Bendy

Members
Melissa Bendy
Marty Tripp
Kathy Bailey
Leann Hayes
Dakota Smith
Bruce Van Meter
Emily Whitworth

Staff
Paul Maulsby
Iridiana Ibarra
Kylie Koster

Guests
K Hykel
V6 Ranch

Discussion was held regarding event scheduling adjustments and venue logistics for the upcoming event. Kylie Koster informed the committee that move-in time has officially been moved to 2:00 p.m. due to a preceding event and venue turnaround requirements. Venue management has enforced a strict no early admittance policy, and no exceptions will be permitted. Participants arriving early will be directed to a designated staging lot with signage provided for guidance.

Color classification scheduling was also discussed. It was proposed moving color classification from the originally planned early morning time slot to approximately 1:30 p.m. or 2:00 p.m. to better accommodate participation and avoid conflicts with other contests and activities. Coordination will continue to ensure minimal overlap with public speaking finals and queen/princess contests.

The committee also reviewed tie-out pen availability and venue restrictions. Traditional grass pens will not be allowed due to venue liability policies. Alternative tie-out options will include pens behind the horse barn, tie pins inside the arenas, and additional 12-by-12 tie spaces. Backup concrete tie spots may also be made available if necessary. The committee emphasized the importance of carefully managing sales and availability to avoid overselling.

The committee reviewed the current financial status of the event and sponsorship efforts. It was reported that sponsorships currently total approximately $22,000, including approximately $7,000 in recently added sponsorships. Entry numbers currently exceed 1,400 entries.

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Award purchases have been completed and remain within budget. However, photography and videography contracts are projected to exceed the original $7,500 budget and may approach approximately $10,000 including travel expenses.

A motion was made by Dakota Smith to offer ten 10 advertising placements, consisting of: five photography sponsorship advertisements and five live stream sponsorship advertisements seconded by Kathy Bailey, motion carried.

Each advertisement will be sold for $1,500 on a first-come, first-served basis. The committee agreed these sponsorships should be managed separately from general sponsorships for accounting clarity. Promotion will occur through Eblasts, newsletters, and social media.

Bruce Van Meter requested regular sponsorship progress updates to monitor funding gaps and support fundraising efforts throughout the planning process.

The committee reviewed contest operations and superintendent assignments.

Contest superintendents were assigned to oversee various contests and assist with event coordination. Superintendents will receive contest packets containing rules, materials, and operational instructions.

Discussion was held regarding concerns that quiz contest questions had become outdated and too predictable. Paul Maulsby advised that new quiz questions are currently being developed to improve educational value and participant challenge. Additional study materials may also be created to better assist participants in preparation.

The committee also discussed the increasing use of artificial intelligence (AI) within marketing contests. While no current rule prohibits AI-generated content, concerns were raised regarding originality and creativity. Potential updates to judging criteria and future contest categories may be considered to address the issue.

Additionally, committee members discussed the possibility of reinstating the poster contest as a fully original artistic outlet for participants and as a complement to digital marketing contests.

The committee discussed plans for opening ceremonies and participant recognition activities.

Opening ceremonies will include a state-by-state flag procession featuring introductions from current and incoming officers. The ceremony will also recognize new members and graduating seniors to promote inclusion and community engagement.

The committee discussed reimagining the traditional “Fun Night” into a more streamlined welcome event focused on introductions, camaraderie, and state-oriented activities due to budget limitations and the packed event schedule.

Banquet setup expenses will be reduced through volunteer assistance and in-kind donations of linens coordinated by Kylie Koster and Amy Wilder.

The Youth Committee reviewed proposed constitutional amendments and governance updates.

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Kylie Koster advised that proposed constitutional edits would be circulated to adult board members for additional review to ensure clarity and consistency before final voting. The vote on the revisions is scheduled for the upcoming Wednesday meeting, followed by the required 30-day member notice period.

Dakota Smith requested that additional prior amendment proposals also be included on the ballot.

The committee acknowledged volunteers assisting with event operations. Marty Tripp volunteered to assist with bred-and-own check-in procedures and rule enforcement to support staff and maintain consistency during event operations. Val Walters will continue managing stall assignments due to prior experience and familiarity with the venue layout.

The committee also noted that the event remains largely self-funded through sponsorships and entry fees, with limited direct Association financial support outside of scholarships and queen/princess contest travel assistance.

After no new business meeting adjourned.

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