

**DRAFT MINUTES
BEEF PROMOTION OPERATING COMMITTEE
BEEF PROMOTION AND RESEARCH BOARD
CROWNE PLAZA HOTEL - DENVER, COLORADO
MAY 20, 2010**

Call to Order

Chairman Dan Dierschke called the meeting to order at 1:00 p.m.

Members present

Dan Dierschke, Chair
Scott George, Vice Chair
Sally Angell
David Dick
Glenda Flora
Robert Fountain
Ted Greidanus
Dave Hamilton
Richard Hodge
Cevin Jones

Tom Jones
Al Pedigo
John Schafer
Don Stewart
Craig Uden
Sid Viebrock
Becky Walth
Jim Wilson
Weldon Wynn

Members Absent

Linda Joy Stovall

Guests present:

Virginia Coelho, CBB
Kristy Lage, CBB
Daryl Berlier Owen, CBB
Sid Sumner, CBB
Dave Fugate, CBB
Robert Bruner, CBB
Lucinda Williams, CBB
Barry Jennings, SDBIC
Bill Donald, NCBA
Luisa Jaca, NCBA
Wayne Watkinson, Legal Counsel

Will Frazee, CBB
Craig Shackelford, USDA/AMS
Laurie Bryant, MICA
Virginia Davis, CBB
Dan Kniffen, CBB
Wesley Grau, CBB
Hank Maxey, CBB
Ann Marie Bosshamer, NEBC
Lana Slaten, ANCW
Steve Foglesong, NCBA

Staff present:

Todd Johnson, NCBA
Mandy Carr, NCBA
Martin Roth, NCBA
Shalene McNeill, NCBA
Bridget Wasser, NCBA
Kim Essex, NCBA
Rick Husted, NCBA

Tom Field, NCBA
Dave Zino, NCBA
J.O. Reagan, NCBA
Jacque Matsen, NCBA
Barb Wilkinson, NCBA
Doug Evans, NCBA
Forrest Roberts, NCBA

Connie Hill, NCBA
Rick McCarty, NCBA
Penny Nau, NCBA
Dean Conklin, NCBA
Greg Hanes, USMEF
Joe Schuele, USMEF
Steve Wald, NCBA
Jackie Buehner, ANCW
Bonnie West, ANCW
Tom Ramey, CBB
Courtney Kalous, CBB
Charlotte Coates, CBB
Chad Smith, CBB

Jane Gibson, NCBA
Julie Sodano, NCBA
Michele Murray, NCBA
Ellen Gibson, NCBA
John Lundeen, NCBA
Jim Ethridge, NCBA
Ryan Ruppert, NCBA
Carol Abrahamzon, ANCW
Meredith Stevens, NCBA
Polly Ruhland, CBB
Angie Olejnik, CBB
Lynn Heinze, CBB

Quorum Established

Chairman Dierschke declared a quorum was present to conduct business.

Agenda Approved

David Dick moved and Sid Viebrock seconded approval of the meeting agenda as mailed. Motion passed.

Minutes Approved

Craig Uden moved and Richard Hodge seconded approval of the March 17-18, 2010 minutes as mailed. Motion passed.

Financial Report

Robert Fountain, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending April 2010. Mr. Fountain reported that assessment revenues increased and import assessments decreased from this same period last year.

Evaluation Update

Polly Ruhland presented the FY 2011 Evaluation Budget which was recommended by the Joint Evaluation Advisory Committee. The proposed budget of \$240,000 was increased by \$20,000 from the FY 2010 budget due to increased staff costs, consulting fees, external audit fees, and meeting costs.

Ms. Ruhland reported that the Evaluation Committee is conducting third-party evaluations of the National Beef Cook-off program and the Producer Communications program in 2010. These evaluations are at the mid-way point and will be presented at the Evaluation Committee meeting scheduled for July 28 in Denver.

Presentation of the FY 2011 Budget

Don Stewart, vice chairman of the Joint Budget Committee, presented the CBB budget committee's calculation of CBB's funds available for budgeting in fiscal year 2011, including the proposed budgets for producer communications, program development, USDA oversight and administration, and the CBB FY 2011 program budget recommended by the Joint Industry Budget Committee.

Action on FY 2011 Budget Recommendation

Don Stewart moved and Weldon Wynn seconded a motion to recommend the proposed FY 2011 CBB budget as presented to the full Beef Board. Discussion. Motion passed. (Exhibit 1)

Presentation of Proposed FY 2011 AR Format

Polly Ruhland presented the proposed FY 2011 AR Format which is unchanged from the FY 2010 format. Ms. Ruhland indicated that USDA/AMS has requested a higher degree of specificity in the authorization requests for FY 2011.

Craig Shackelford, USDA/AMS, stated that AMS wants to see a higher degree of descriptiveness in the ARs for a deeper understanding of what activities will be conducted and what are the objectives of the AR.

Ms. Ruhland indicated that she will work with the contractors on developing the ARs to meet AMS guidelines for more specificity.

John Schafer moved and David Dick seconded a motion to approve the FY 2011 AR format as presented. Motion passed.

Action on FY 2011 Evaluation Budget

Craig Uden moved and Al Pedigo seconded a motion to approve the evaluation budget for FY 2011 as presented. Motion passed. (Exhibit 2)

Progress Reports

Chairman Dierschke indicated that progress reports were emailed to the committee and asked the committee members if they had any questions.

Other Business

Chairman Dierschke stated the next meeting of the Operating Committee will be September 20-21 in Denver. Chairman Dierschke asked that the committee members review all of the Operating Committee materials prior to the September meeting.

Adjourn

The meeting adjourned at 1:30 p.m.