

**DRAFT
MINUTES
EXECUTIVE COMMITTEE
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
MARCH 14, 2011**

Call to Order

Executive Committee Chairman Wesley Grau called the meeting to order at 6:00 p.m. Central Time. The roll call was read and a quorum was declared.

Members Present on the Call

Wesley Grau, Chairman
Laurie Bryant
Jane Clifford
Will Frazee
Linda Gilbert
Ted Greidanus

Dan Hinman
Tom Jones
Hank Maxey
Daryl Berlier Owen
Weldon Wynn, Treasurer
Dan Dierschke, Ex-Officio

Guests Present on the Call

Craig Shackelford, USDA

Richard Rossier, Legal Counsel

Staff Present on the Call

Tom Ramey, CBB
Polly Ruhland, CBB

Katherine Ayers, CBB
Charlotte Coates, CBB

Agenda

Daryl Berlier Owen moved and Laurie Bryant seconded a motion to approve the agenda as modified. Motion passed.

Discuss the Executive Committee's Recommendations Concerning CBB's Roles and Responsibilities

Tom Ramey presented CBB's Roles and Responsibilities as recommended by the Executive Committee in May 2010 along with the edits recommended by the CBB leadership during the CBB leadership development session in February 2011. Following a discussion of the recommendations, the Executive Committee asked staff to reformat the document to include an Executive Summary of the recommended changes followed by the complete listing of the Beef Board's responsibilities which includes the current Executive Committee's recommendations to the Board.

Dan Dierschke moved and Daryl Berlier Owen seconded to accept the edits to the previously approved CBB Roles and Responsibilities Recommendations. Motion passed.

Review Planning and Budgeting Efforts for FY 2012

Polly Ruhland presented the industry long-range plan checkoff strategies as prioritized by the CBB leadership. Ms. Ruhland also explained that she reworded the strategic initiatives so they were more clearly related to checkoff funding.

Linda Gilbert moved and Dan Hinman seconded approval of the prioritization of the checkoff strategies and the revised wording of the strategic initiatives for the purpose of planning and budgeting for FY 2012. Motion passed.

Following a discussion of the proposed planning process for FY 2012, by general consensus, the Executive Committee agreed to continue with the current planning process for FY 2012 and to begin working on a new planning process for FY 2013. The committee also decided that CBB would use the contractors planning information to develop the CBB budget recommendation for FY 2012.

Update on Additional Compliance Review Procedures of NCBA

Katherine Ayers reported that additional compliance review procedures of NCBA had been conducted since the completion of the Agreed-Upon-Procedures and from those procedures, \$26,930 has been credited back to the Beef Board.

Future Meeting Dates

The future meeting dates for the Executive Committee are:

- March 24, 2011 (1-5 pm) – Denver
- June 17, 2011 (8 am – 12 pm) – Denver
- August 1 or 2, 2011 – Orlando, FL
- September 20, 2011 (1-5 pm) – Denver

Adjournment

There being no further business Dan Hinman moved and Will Frazee seconded adjournment of the Executive Committee meeting. Motion passed.

The meeting adjourned at 7:30 p.m. Central Time.