

**EXECUTIVE COMMITTEE MINUTES  
BEEF PROMOTION AND RESEARCH BOARD  
EMBASSY SUITES HOTEL  
DENVER, COLORADO  
March 22, 2017**

**Call to Order**

Executive Committee Chairman Joan Ruskamp called the meeting to order at 8:00 a.m.

**Members Present**

Joan Ruskamp, Chairman  
Jared Brackett  
Chuck Coffey  
Barbara Jacques  
Amelia Kent  
Bill King

Brett Morris  
Paul Moss  
Gary Sharp  
Don Smith  
Richard Winter  
Anne Anderson, Ex-Officio

**Guests/Staff Present**

Mike Dinkel, USDA/AMS  
Katherine Ayers, CBB  
Chad Smith, CBB  
Polly Ruhland, CBB  
Amy Jones, Legal Counsel via phone

Maggie Henton, CBB  
Paula Waggoner, CBB  
Charlotte Coates, CBB  
Dean Oyster, CBB

**Quorum**

Executive Committee Chairman Ruskamp declared a quorum was present to conduct business.

**Agenda**

Richard Winter moved and Gary Sharp seconded to approve the agenda as emailed. Motion approved.

**Minutes**

Don Smith moved and Paul Moss seconded approval of the February 1, 2017 meeting minutes. Motion approved.

**Operating Committee Report**

Operating Committee Chairman Brett Morris reported the Operating Committee met prior to the Executive Committee. The Operating Committee approved two amended authorization requests, approved the Operating Committee Policies & Procedures, ratified the minutes from the Evaluation Committee meeting, discussed the AR scoring process, and approved the FY 2018 AR format.

Jared Brackett moved and Amelia Kent seconded to ratify the actions of the Operating Committee. Motion approved.

### **Financial Report**

Chuck Coffey, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending February 2017 and reported that the Board's assessment revenues for the first five months were slightly higher than the assessment revenues for the first five months of FY 2016.

### **Committee Assignments**

Beef Board Chairman Brett Morris reported that the officers had appointed the following persons to the Evaluation, Audit, and Budget Committee:

Evaluation Committee – Jackie Means, TX, Chairman; Bob Mitchell, WI; Jana Malot, PA; James Schmidt, ND; Paul Moss, TN; and Mike Smith, CA.

Audit Committee – Rob Von Der Leith, Chairman, CA; Larry Cunningham, Vice Chairman, TN; Kent Bamford, CO; Patrick Becker, ND; Ross Racine, MT; Gary Sharp, SD; Leo Suterfield, AR; Sherry Vinton, NE; and Richard Winter, TX.

Budget Committee – Leo Sutterfield, AR, Chairman; Larry Cunningham, TN; Dave Edmiston, TX; Gary Sharp, SD; Rob Von Der Leith, CA; and Richard Winter, TX.

### **Budget and Audit Committee Changes**

CEO Polly Ruhland explained the history of separate Budget and Audit Committees. She also stated that the CBB officers had discussed combining the two committees into one committee. Ms. Ruhland stated that combining the two committees would require a change to the CBB By-Laws. The committee requested staff write the proposed change and present it to the Executive Committee at its next conference call.

### **Brand or Trade Name References**

Chairman Ruskamp presented partnership proposals that contained brand or trade name references for the following:

#### National Promotions

The Beef Checkoff Program requested approval for a partnership with the Mushroom Council.

#### State Promotions

The Minnesota Beef Council requested approval for a partnership with J&B Group.

The New York Beef Council requested approval for partnerships with Wilson Beef Farm and CAB.

The Washington State Beef Commission requested approval for two partnerships: Haggen Beef and Oberto Beef Jerky.

Don Smith moved and Barbara Jacques seconded a motion to ratify the brand or trade name references for these promotions. Motion approved.

**Status of State Marketing Plans and Audit Reports**

Dean Oyster reported that all audit reports were received on time or had been granted time extensions. Those received have been reviewed and were found to be in compliance with the Act & Order. Mr. Oyster also reported that Delaware's state marketing plan was delinquent, all others were received, reviewed and found to be in compliance with the Act & Order.

**Winter Convention Debrief**

The Executive Committee discussed the Board survey results from the 2017 Winter Convention.

**Other Business**

Following a discussion of the importance of the Executive Committee being in frequent communication, the Executive Committee agreed to hold a conference call on the first Wednesday of each month, beginning in June.

**Executive Session**

The Committee went into Executive Session at 9:20 a.m. and adjourned into open session at 9:30 a.m.

**Adjourn**

There being no further business, Chuck Coffey moved to adjourn the meeting at 9:30 a.m.