

**DRAFT
MINUTES
CATTLEMEN’S BEEF PROMOTION AND RESEARCH BOARD
HYATT REGENCY DENVER HOTEL
DENVER, COLORADO
July 14, 2017**

Meeting Called to Order

Chairman Brett Morris called the 62nd meeting of the Cattlemen’s Beef Promotion and Research Board to order at 4:00 p.m. and led CBB members in the Pledge of Allegiance.

Vice Chairman Joan Ruskamp gave the Invocation.

New CBB Appointee

Chairman Morris recognized the new CBB members. Michael Dinkel, USDA/AMS, administered the oath of service to new CBB member, Brian Malaer. Mr. Dinkel stated that CBB members were appointed by the Secretary to carry out the Board’s responsibilities on behalf of the Secretary for the benefit of the entire beef industry and they have an obligation to represent all persons who pay the checkoff.

Establish a Quorum

Chairman Morris declared a quorum was present.

Agenda

Lynn Keetch moved and Dick McElhaney seconded to approve the agenda as emailed and posted on the CBB meeting site. Motion passed.

Minutes

Sarah Childs moved and Jana Malot seconded to approve the February 3, 2017 Board meeting minutes as emailed and posted on the CBB meeting site. Motion passed.

Management Report

CEO Polly Ruhland presented a CBB management report.

CattleFax Update

Kevin Good, an economist from CattleFax, presented a brief report to the Board on factors impacting the board’s collections during this period of aggressive herd expansion.

Financial Report

Chuck Coffey CBB secretary/treasurer presented an overview of CBB's financial statements through May 2017. Mr. Coffey reported that year-to-date revenues in 2017 are slightly more than last year.

FY 2017 Recommended Budget

CBB Secretary/Treasurer Chuck Coffey presented a FY 2018 budget of \$40.55 million, as recommended by the Operating Committee and Beef Board Executive Committee. The recommended budget is \$300 thousand lower than the 2017 budget.

Chuck Coffey moved and Larry Cunningham seconded to approve the FY 2018 Beef Board budget as presented. Motion passed.

Executive Committee Report

Executive Committee chairman Joan Ruskamp explained that the Executive Committee carried out Board policies, conducted Board business, and made decisions necessary to administer the terms and provisions of the Act and Order between meetings of the full Board and under policies established by the Board. Questions or concerns about any Beef Board issues and/or the actions taken by the Executive Committee should be forwarded to the CBB office.

Ms. Ruskamp recognized the members of the 2017 Executive Committee and thanked them for their efforts.

Ms. Ruskamp reviewed the Executive Committee's actions since the previous full Board meeting in February 3, 2017.

Ms. Ruskamp moved and Rob Von Der Leith seconded to ratify the actions in the February 1, 2017 and March 22, 2017 Executive Committee meeting minutes and the actions in the May 1 and June 7, 2017 Executive Committee conference call minutes as posted on the CBB meeting site at the conclusion of each meeting and call, and included in the Board's preparatory meeting materials. Motion passed.

CBB Bylaws Change

Ms. Ruskamp also presented the Executive Committee's recommended change to the CBB Bylaws. Ms. Ruskamp explained that the proposed change is to amend Article IX, Committees, Section 1.1 combining the Budget and Audit Committees into one committee.

Joan Ruskamp moved and Janna Stubbs seconded to approve the Bylaws amendment. Discussion. Motion passed.

Regional Nominating Committee Member Selection

Pursuant to the policies and procedures approved as a full Board the 2018 CBB Nominating Committee members were elected from each of the six regions. Each region heard comments from regional candidates and then voted by ballot. The resulting 2018 Nominating Committee members are:

- Region 1 – Lloyd de Ruyter, WI
- Region 2 – Sarah Childs, FL
- Region 3 – Richard Winter, TX

Region 4 – Stacy McClintock, KS
Region 5 – Gary Sharp, SD
Region 6 – Bill McLean, WA

Lynn Keetch moved and Wally Schulthess seconded to destroy the Nominating Committee ballots. Motion approved.

Committee Reports

The Board heard reports from the following committees and working groups:

- Safety Committee – Co-Chair Mike Smith
- Nutrition & Health Committee – Co-Chair Jared Brackett
- Innovation Committee – Co-Chair Sarah Childs
- Export Growth Committee – Co-Chair Hugh Sanburg
- Consumer Trust Committee – Co-Chair Janna Stubbs
- Market Research Working Group – Co-Chair Bill McDonald
- Investor Relations Working Group – Co-Chair Jo Stanko
- Evaluation Advisory Committee – Chairman Jackie Means

Other Business

CBB legal counsel updated the Board on current litigation in Montana and Utah.

C.W. Senn moved and Sherry Vinton seconded that the CBB chairman inform Board members within seven days of any lawsuit occurring and at least quarterly of the status of any and all current lawsuits that involve the CBB. Discussion. Motion failed.

Staff was directed to provide more information to the Board on litigation.

No additional business was brought to the attention of the Board.

There being no further business, James Schmidt moved and Terry Wyatt seconded to adjourn the CBB meeting. Motion passed.

The meeting was adjourned at 5:50 p.m.