

**EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
HYATT REGENCY HOTEL
DENVER, COLORADO
July 12, 2017**

Call to Order

Executive Committee Chairman Joan Ruskamp called the meeting to order at 4:30 p.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
Courtney Kalous, CBB

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 passed.

Minutes

Don Smith moved and Paul Moss seconded approval of the June 7 conference call minutes. Motion passed.

Financial Report

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

FY 2017 Detailed Administration Budget Amendment

Mr. Coffey presented a proposed amendment to the FY 2017 Detailed Administration budget for an increase of \$50,000 in the Collections Compliance category for new compliance software. The monies are proposed to be moved from Legal Services and Officer Travel funds into the Collections Compliance fund category.

Chuck Coffey moved and Don Smith seconded approval of the FY 2017 Detailed Administration budget amendment. Motion passed.

Mr. Coffey presented the FY 2018 Detailed Administration Budget.

Gary Sharp moved and Jared Brackett seconded to approve the FY 2018 Detailed Administration Budget of \$2,027,500. Motion passed.

Joint Advisory Committee Coordination Agreement

Chairman Ruskamp presented the 2018 Joint Advisory Committee Coordination Agreement between the Cattlemen's Beef Board and the Federation Division of the National Cattlemen's Beef Association. The 2017 agreement will expire on September 30, 2017.

Barbara Jacques moved and Paul Moss seconded to approve the Joint Advisory Committee Coordination Agreement for FY 2018. Motion passed.

Proposed CBB Bylaws Change

Chairman Ruskamp presented the proposed 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.

Richard Winter moved and Amelia Kent seconded to recommend the Bylaws amendment to the full Board. Discussion. Motion passed.

Brand or Trade Name References

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

State Promotions

- The Washington Beef Industry Commission requested approval for a partnership with AB Foods

Jared Brackett moved and Barbara Jacques seconded a motion to ratify the brand or trade name reference for this promotion. Motion passed.

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 all state marketing plans were received, reviewed and found to be in compliance with the Act & Order.

Executive Committee Calls to CBB Members

Executive Committee members reported the results of their calls to CBB members.

Other Business

Chairman Ruskamp indicated that the next Executive Committee meeting was scheduled for September 13, 2017 in Denver. She also stated that a conference call would be held prior to September 13 if needed.

Executive Session

The Committee went into Executive Session at 5:10 p.m. and adjourned into open session at 6:30 p.m.

Adjourn

There being no further business, Amelia Kent moved and Brett Morris seconded to adjourn the meeting at 6:30 p.m.

**EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
EMBASSY SUITES HOTEL
DENVER, COLORADO
September 13, 2017**

Call to Order

Executive Committee Chairman Joan Ruskamp called the meeting to order at 11:00 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
Courtney Kalous, CBB

Maggie Henton, CBB
Paula Waggoner, CBB
Charlotte Coates, CBB
Dean Oyster, CBB
Wayne Watkinson, Legal Counsel

Quorum

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

Agenda

Jared Brackett moved and Amelia Kent seconded to approve the agenda as emailed. Motion passed.

Minutes

Richard Winter moved and Jared Brackett seconded approval of the July 12, 2017 meeting minutes. Motion passed.

Operating Committee Report

Operating Committee Chairman, Brett Morris, reported the Committee met just prior to the Executive Committee meeting. The Operating Committee approved program proposals in the form of Authorization Requests for FY 2018 and recommended a balanced budget to the full Beef Board.

Brett Morris moved and Paul Moss seconded to ratify the actions of the Operating Committee. Motion passed.

Financial Report

Chuck Coffey, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending August 2017.

Mr. Coffey presented the FY 2018 budget amendment to the Executive Committee.

Chuck Coffey moved and Gary Sharp seconded to approve the FY 2018 budget amendment for a total CBB FY 2018 budget of \$40,962,700 and recommend the budget to the full Board for its approval. Motion passed.

Meeting and Committee Staffing Services Agreement

Chairman Ruskamp presented the FY 2018 Meeting and Committee Staffing Services Agreement outlining the administrative services for meeting planning and staffing to be provided by the National Cattlemen's Beef Association to the Cattlemen's Beef Board effective October 1, 2017 and expiring on September 30, 2018.

Bill King moved and Gary Sharp seconded to approve the Meeting and Committee Staffing Services Agreement for FY 2018. Motion passed.

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 MamaMancini
- The Beef Checkoff Program requested approval for a partnership with American Food Groups

State Promotions

- The Michigan Beef Industry Commission requested approval for a partnership with Meijer Stores and CAB
- The Idaho Beef Council requested approval for a partnership with AB Foods

Brett Morris moved and Jared Brackett seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

Status of State Marketing Plans and Audit Reports

Dean Oyster reported that all audit reports were received on time. Those received have been reviewed and were found to be in compliance with the Act & Order. Mr. Oyster also reported that all state marketing plans were received, reviewed and found to be in compliance with the Act & Order.

Nominating Committee

Beef Board Chairman, Brett Morris, reported that Leo Sutterfield would be the chairman of the CBB Nominating Committee for 2018 and Stephanie Dykshorn would be the at-large nominating committee member.

Committee Leadership Update

Beef Board Chairman, Brett Morris, reported that the CBB and Federation officers met on Sept. 11 and selected the co-chairs for the checkoff program committees as follows: Ted Reichmann, Co-Chair of Innovation; Jared Brackett, Co-Chair of Nutrition and Health; Mike Smith, Co-Chair of Safety; Hugh Sanburg, Co-Chair of Export Growth; Janna Stubbs, Co-Chair of Consumer Trust; Jo Stanko, Co-Chair of the Investor Relations Working Group; and Norman Voyles, Co-Chair of the Market Research Working Group.

2017 Summer Conference Survey Results

The Executive Committee discussed the results of the Summer Conference Survey.

FOIA Update

CEO Polly Ruhland reported that CBB currently has one Freedom of Information Act request.

Executive Session

The Committee went into Executive Session at 11:20 a.m. and adjourned into open session at 11:50 a.m.

Adjourn

There being no further business, Don Smith moved and Barbara Jacques seconded to adjourn the meeting at 11:50 a.m.

**EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
October 20, 2017**

Call to Order

Chairman Ruskamp called the conference call to order at 10:50 a.m. Central Daylight Time.

Members Present

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

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

Members Absent

Brett Morris

Guests/Staff Present

Mike Dinkel, USDA/AMS
Charlotte Coates, CBB
Dean Oyster, CBB
Sara Burstein, Watkinson & Miller

Katherine Ayers, CBB
Polly Ruhland, CBB
Wayne Watkinson, Legal Counsel

Quorum

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

Agenda

Barbara Jacques moved and Gary Sharp seconded to approve the agenda as emailed. Motion approved.

Minutes

Bill King moved and Barbara Jacques seconded approval of the September 13, 2017 meeting minutes as emailed. Motion approved.

FY 2017 Detailed Administration Budget Amendment

CFO Katherine Ayers reported that \$4,000 had been moved into the Financial Services category from the General Office category. Ms. Ayers explained that if a budget amendment was less than \$10,000, staff had the authority to make the budget amendment and then ask the Executive Committee to ratify the amendment.

Bill King moved and Amelia Kent seconded to ratify the FY 2017 Detailed Administration budget amendment. Motion passed.

Annual Audit Update and Timeline

Ms. Ayers reported that the Beef Board auditors, CliftonLarsonAllen, would be at the CBB office the weeks of November 6th and 13th to conduct the annual audit of the Beef Board.

Search Committee Report

Sara Burstein, Watkinson & Miller, reported that the CEO Search Committee has been meeting weekly via conference call. The Search Committee had received twenty-eight candidate applications and would be having a face-to-face meeting on October 25, 2017 to review the applications.

Administrative Task Force Report

Executive Committee member, Richard Winter, reported that a task force had been appointed by Beef Board Chairman Brett Morris to review the 5% administrative cap in the Act & Order. The members of the task force are Richard Winter, Jared Brackett, and Rob Von Der Leith.

Following the review of the 5% cap, the Administrative Task Force recommends the following policy to the Executive Committee to be added to the Beef Board's Policies and Procedures to document the current procedures in place.

CBB Policy – Administrative Expenses

It is the policy of the Cattlemen's Beef Board to expend the level of funding of administrative expenses necessary to efficiently and effectively carry out the CBB's responsibilities under the Act and Order. Pursuant to this policy, the CBB shall:

- Expend the minimum amount of checkoff assessment funds for administrative expense to ensure the maximum allocation of checkoff funding for programs; and
- Allocate and account for administrative expenses in accordance with the USDA/AMS Guidelines and the Act and Order.”

Following a discussion, the Executive Committee requested that the above policy be sent to the committee for an email vote.

Executive Session

Richard Winter moved and Don Smith seconded to move into Executive Session. The Committee went into Executive Session at 11:20 a.m. and adjourned into open session at 11:55 a.m.

Adjourn

Chuck Coffey moved and Richard Winter seconded to adjourn at 11:55 a.m. Central Daylight Time.

DRAFT
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
WOOLLEY'S SUITES HOTEL, DENVER, CO
December 11, 2017

Call to Order

Chairman Ruskamp called the meeting to order at 1:40 p.m.

Members Present

Joan Ruskamp, Chairman
Chuck Coffey
Barbara Jacques
Amelia Kent
Bill King
Brett Morris

Paul Moss
Gary Sharp
Don Smith (via phone)
Richard Winter
Anne Anderson, Ex-Officio

Members Absent

Jared Brackett

Guests/Staff Present

Mike Dinkel, USDA/AMS (via phone)
Charlotte Coates, CBB

Katherine Ayers, CBB
Sara Burstein, Watkinson & Miller

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 Chuck Coffey seconded approval of the October 20, 2017 conference call minutes as emailed. Motion approved.

Joint Advisory Committee Coordination Agreement

Chairman Ruskamp presented the modified 2018 Joint Advisory Committee Coordination Agreement between the Cattlemen's Beef Board and the Federation Division of the National Cattlemen's Beef Association. The Evaluation Committee requested that the agreement be

modified to change the current term for members of the Evaluation Committee from a two-year term to a three-year term.

Brett Morris moved and Barbara Jacques seconded to approve the change from a two-year term to a three-year term for Evaluation Committee members. Motion passed.

Administrative Task Force Vote on Administrative Expenses Policy

Executive Committee chairman, Joan Ruskamp, reported that Richard Winter moved and Jared Brackett seconded that the Administrative Task Force recommendation presented during the October 20 conference call, be recommended to the full Board for its approval. Motion passed unanimously.

The following policy will be presented to the full Board during the February 2, 2018 meeting in Phoenix, AZ.

“CBB Policy – Administrative Expenses

It is the policy of the Cattlemen’s Beef Board to expend the level of funding of administrative expenses necessary to efficiently and effectively carry out the CBB’s responsibilities under the Act and Order. Pursuant to this policy, the CBB shall:

- Expend the minimum amount of checkoff assessment funds for administrative expense to ensure the maximum allocation of checkoff funding for programs; and
- Allocate and account for administrative expenses in accordance with the USDA/AMS Guidelines and the Act and Order.”

Executive Session

The Committee went into Executive Session at 1:45 p.m. and adjourned into open session at 3:10 p.m.

Adjourn

The Executive Committee requested that it be reflected in the minutes that the staff of the Cattlemen’s Beef has done an outstanding job over the last few months.

Barbara Jacques moved and Paul Moss seconded to adjourn at 3:15 p.m.