

Draft
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
ERNEST N. MORIAL CONVENTION CENTER
NEW ORLEANS, LOUISIANA
Wednesday, January 30, 2019

Call to Order

Executive Committee Chairman Chuck Coffey called the meeting to order at 4:06 p.m. and introduced guests.

Members Present

Brett Morris
Jared Brackett
Chuck Coffey, Chairman
Amelia Kent
Bill King

Jack Parent
Irv Petsch
Joan Ruskamp
Don Smith
Rob Von Der Lieth

Members Absent

Jana Malot

Paul Moss

Guests/Staff Present

Kahl Sesker, USDA/AMS
Wayne Watkinson, Legal Counsel
Dean Oyster, CBB
Scott Stuart, CBB
Jeff Lutz, CBB
Chad Smith, CBB
Charlotte Coates, CBB

Cyndi Heimerich, CBB
Sarah Metzler, CBB
Jennifer Porter, USDA/AMS
Melissa Bailey, USDA/AMS

Quorum

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

Agenda

Rob Von Der Lieth moved and Bill King seconded to approve the agenda as emailed. Motion approved.

Minutes

Don Smith moved and Jack Parent seconded approval of the December 19, 2018 meeting minutes as emailed. Motion approved.

Financial Report

CBB Treasurer Jared Brackett presented an overview of CBB's financial statements through December 2018.

NCBA's Executive Committee Meeting

Jared Brackett reported that the officers attended the National Cattlemen's Executive Committee meeting on January 29, 2019.

Affirm Immediate Past CBB Chairman's Ex-Officio Status

Bill King moved and Amelia Kent seconded to accept the recommendation to invite immediate past CBB Chairman Joan Ruskamp to participate in all 2019 Executive Committee meetings in an advisory, non-voting capacity. Motion passed.

Brand or Trade Name Reference Report

Chairman Coffey 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 Jack Links

State Promotions

- The Kansas Beef Council requested approval for a partnership with Certified Angus Beef
- The South Dakota Beef Industry Council requested approval for a partnership with Jack Links

Jack Parent moved and Irv Petsch 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.

Producer Attitude Survey Results

Sarah Metzler presented results of the most recent Producer Attitude Survey.

Executive Committee Calls to CBB Members

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

Other Business

Wayne Watkinson provided a legal update and noted no pending FOIA's at this time.

EC Conference calls will begin in April on the 2nd Wednesday of each month. Executive & Operating Committee orientation/meetings will be March 12-13, 2019 in Denver. New Member orientation is March 13-14, 2019 in Denver.

Executive Session

The Committee went into Executive Session at 5:30 p.m. and adjourned into open session at 6:20 p.m.

Chairman Coffey thanked all the Executive Committee members for a great year.

Adjourn

There being no further business, the meeting adjourned at 6:20 p.m.