

**EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
HYATT REGENCY HOTEL
DENVER, COLORADO
August 1, 2018**

Call to Order

Executive Committee Chairman Chuck Coffey called the meeting to order at 4:30 p.m. Mr. Coffey introduced Deb Harshman, CBB's Chief Financial Officer.

Members Present

Chuck Coffey, Chairman
Jared Brackett
Amelia Kent
Bill King
Jana Malot
Paul Moss

Irv Petsch
Joan Ruskamp
Don Smith
Rob Von Der Lieth
Brett Morris, Ex-Officio

Members Absent

Jack Parent

Guests/Staff Present

Maggie Henton, CBB
Paula Waggoner, CBB
Scott Stuart, CBB
Dean Oyster, CBB
Jason Carter, VBIC

Mike Dinkel, USDA/AMS
Charlotte Coates, CBB
Courtney Kalous
Deb Harshman, CBB
Wayne Watkinson, Legal Counsel

Quorum

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

Agenda

Jana Malot moved and Don Smith seconded to approve the agenda as emailed. Motion passed.

Minutes

Irv Petsch moved and Paul Moss seconded approval of the June 13, 2018 conference call minutes. Motion passed.

Financial Report

Jared Brackett, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending June 2018 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 2017.

FY 2019 Detailed Administration Budget

Mr. Brackett presented the FY 2019 Detailed Administration Budget.

Jared Brackett moved and Irv Petsch seconded to recommend the FY 2019 Detailed Administration Budget of \$2,053,100 to the full Board. Motion passed.

Joint Advisory Committee Coordination Agreement

Chairman Coffey presented the 2019 Joint Advisory Committee Coordination Agreement between the Cattlemen's Beef Board and the Federation Division of the National Cattlemen's Beef Association. The 2018 agreement will expire on September 30, 2018.

Jana Malot moved and Irv Petsch seconded to approve the Joint Advisory Committee Coordination Agreement for FY 2019. Motion passed.

FY 2017 Contractor Guidelines

CFO Deb Harshman presented the FY 2019 Contractor Guidelines.

Don Smith moved and Rob Von Der Lieth seconded to approve the FY 2019 Contractor Guidelines. Motion passed.

Brand or Trade Name References

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

State Promotions

- The Idaho Beef Council requested approval for a partnership with Agri Beef Foods/Double R Ranch

Jared Brackett moved and Bill King 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 Coffey indicated that the next Executive Committee meeting was scheduled for September 12, 2018 in Denver.

Jason Carter, Executive Director of the Virginia Beef Industry Council, presented a revised application for qualification as a state beef council. The Committee will take action at its next meeting.

Wayne Watkinson presented a legal update on Montana and Utah.

Jana Malot moved and Rob Von Der Lieth seconded to move into Executive Session.

Executive Session

The Committee went into Executive Session at 5:25 p.m. and adjourned into open session at 5:50 p.m.

Adjourn

There being no further business, Irv Petsch moved and Rob Von Der Lieth seconded to adjourn the meeting at 5:50 p.m.

**EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
EMBASSY SUITES HOTEL
DENVER, COLORADO
September 12, 2018**

Call to Order

Executive Committee Chairman Chuck Coffey called the meeting to order at 10:30 a.m.

Members Present

Chuck Coffey, Chairman
Jared Brackett
Amelia Kent
Bill King
Jana Malot
Paul Moss

Irv Petsch
Joan Ruskamp
Don Smith
Rob Von Der Lieth
Brett Morris, Ex-Officio

Members Absent

Jack Parent

Guests/Staff Present

Maggie Henton, CBB
Paula Waggoner, CBB
Scott Stuart, CBB
Dean Oyster, CBB
Wayne Watkinson, Legal Counsel

Mike Dinkel, USDA/AMS
Charlotte Coates, CBB
Courtney Kalous, CBB
Deb Harshman, CBB
Chad Smith, CBB

Quorum

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

Agenda

Paul Moss moved and Rob Von Der Lieth seconded to approve the agenda as emailed. Motion passed.

Minutes

Don Smith moved and Jana Malot seconded approval of the August 1, 2018 meeting minutes. Motion passed.

Operating Committee Report

Operating Committee Chairman, Joan Ruskamp, 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 2019 and recommended a balanced budget to the full Beef Board.

Joan Ruskamp moved and Rob Von Der Lieth seconded to ratify the actions of the Operating Committee. Motion passed.

Financial Report

Jared Brackett, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending August 2018.

FY 2018 CBB Administration Budget Amendment

Mr. Brackett reported that \$8,000 was moved from the Finance department budget line item to the CEO department budget line item to cover expenses related to the CEO search process.

Irv Petsch moved and Amelia Kent moved to ratify moving \$8,000 from the Finance department budget line item to the CEO department budget line item. Motion passed.

FY 2019 CBB Budget Amendment

Mr. Brackett presented the FY 2019 budget amendment to the Executive Committee.

Jared Brackett moved and Jana Malot seconded to approve the FY 2019 budget amendment for a total CBB FY 2019 budget of \$43,902,000 and recommend the budget to the full Board for its approval. Motion passed.

Meeting and Committee Staffing Services Agreement

CEO Scott Stuart presented the FY 2019 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, 2018 and expiring on September 30, 2019.

Don Smith moved and Paul Moss seconded to approve the Meeting and Committee Staffing Services Agreement for FY 2019. Motion passed.

Brand or Trade Name References

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

State Promotions

- The Texas Beef Council requested approval for a partnership with Clinton and Sons and Sandy Trails Farm

Bill King moved and Irv Petsch seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

Virginia Beef Council Certification

At the Executive Committee meeting on August 1, 2018, Jason Carter, Executive Director of the Virginia Beef Industry Council, presented a revised application for qualification as a state beef council changing it from a two-hat state to a one-hat state.

Legal Counsel, Wayne Watkinson, disclosed that he had been asked to help the Virginia Beef Council write their by-laws.

Jared Brackett moved and Jana Malot seconded to approve the revised application for qualification as a state beef council from Virginia. 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, Joan Ruskamp, reported that Brett Morris would be the chairman of the CBB Nominating Committee for 2019.

Committee Leadership Update

Beef Board Chairman, Joan Ruskamp, reported that the CBB and Federation officers met on Sept. 10 and selected the co-chairs for the checkoff program committees as follows: Tammy Basel, Co-Chair of Innovation; Torri Lienemann, Co-Chair of Nutrition and Health; Blayne Arthur, Co-Chair of Safety; Hugh Sanburg, Co-Chair of Export Growth; Janna Stubbs, Co-Chair of Consumer Trust; Brian Malaer, Co-Chair of the Investor Relations Working Group; and Norman Voyles, Co-Chair of the Market Research Working Group.

2018 Summer Conference Survey Results

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

Other Business

CEO Scott Stuart reported that CBB currently has one Freedom of Information Act request.

Wayne Watkinson updated the committee on the legal issues regarding the Montana Beef Council.

The next Executive Committee conference call is scheduled for October 17, 2018 at noon central time.

Executive Session

Jared Brackett moved and Rob Von Der Lieth moved to go into Executive Session.

The Committee went into Executive Session at 11:10 a.m. and adjourned into open session at 11:20 a.m.

Adjourn

There being no further business, Don Smith moved and Bill King seconded to adjourn the meeting at 11:20 a.m.

**EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
October 17, 2018**

Call to Order

Chairman Coffey called the conference call to order at 12:00 p.m. Central Time.

Members Present

Chuck Coffey, Chairman
Jared Brackett
Amelia Kent
Bill King
Jana Malot

Paul Moss
Irv Petsch
Joan Ruskamp
Don Smith
Rob Von Der Lieth

Members Absent

Brett Morris, Ex-Officio

Jack Parent

Guests/Staff Present

Mike Dinkel & Kahl Sesker, USDA/AMS
Charlotte Coates, CBB
Dean Oyster, CBB
Wayne Watkinson, Legal Counsel

Sarah Metzler, CBB
Scott Stuart, CBB
Deb Harshman, CBB

Quorum

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

Agenda

Don Smith moved and Jana Malot seconded to approve the agenda as emailed. Motion approved.

Minutes

Jared Brackett moved and Irv Petsch seconded approval of the September 12, 2018 meeting minutes as emailed. Motion approved.

OC Report

Beef Board chairman Joan Ruskamp reported that the Operating Committee members were sent the revised FY 2019 Authorization Requests (ARs) via email. The ARs were revised by the contractors to reflect the dollars approved by the Operating Committee at its Sept. 12 meeting. Via email ballot, the revised ARs were approved by majority.

Chairman Ruskamp also stated that the Operating Committee had a conference call on October 2, 2018 to ask questions and have discussion on the revised ARs.

Don Smith moved and Rob Von Der Lieth seconded to ratify the actions of the Operating Committee. Motion approved.

Officer/CEO Travel Update

CBB chairman Joan Ruskamp and Vice Chairman attended the Meat Import Council of America meeting in Hollywood, Florida.

Brand or Trade Name References

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

State Promotions

- The Idaho Beef Council requested approval for a partnership with AgriBeef and Double R Ranch.
- The Washington State Beef Commission requested approval for a partnership with AgriBeef/Snake River Farms.

Jana Malot moved and Paul Moss seconded a motion to ratify the brand or trade name references for these promotions. Motion approved.

Staff Updates

CEO Scott Stuart introduced Sarah Metzler, the newly hired Director of Organizational Communications and also reported that Jeff Lutz, Financial Compliance Manager, would start on October 20.

Next Meeting

The next Executive Committee conference call, if needed, is scheduled for November 14, 2018 at noon Central Time.

Adjourn

Jana Malot moved and Rob Von Der Lieth seconded to adjourn at 12:35 p.m. Central Time.

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EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
December 19, 2018

Call to Order

Chairman Coffey called the conference call to order at 12:00 p.m. Central Time.

Members Present

Chuck Coffey, Chairman
Jared Brackett
Amelia Kent
Bill King
Jana Malot
Brett Morris, Ex-Officio

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

Guests/Staff Present

Kahl Sesker, USDA/AMS
Charlotte Coates, CBB
Wayne Watkinson, Legal Counsel

Deb Harshman, CBB
Scott Stuart, CBB
Cyndi Heimerich, CBB

Quorum

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

Agenda

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

Minutes

Don Smith moved and Paul Moss seconded approval of the October 17, 2018 meeting minutes as emailed. Motion approved.

Officer/CEO Travel Update

CEO Scott Stuart reported he and other commodity board representatives met with several AMS/USDA and Office of General Council (OGC) personnel to discuss the proposed revised AMS Guidelines. Mr. Stuart reported he met with AMS and OGC representatives again this week.

CBB chairman Joan Ruskamp and immediate past chairman Brett Morris attended the Antibiotic Symposium in Overland Park, Kansas on Nov. 13-14. All of the CBB officers attended the Committee Co-Chair Leadership Summit in Denver on Dec. 11-12. CBB Vice Chairman Chuck

Coffey participated in the Sustainability Workshop in Denver on Oct. 22-23, and CBB Secretary Treasurer Jared Brackett did numerous interviews when he attended the National Association of Farm Broadcasters event in Kansas City on Nov. 7-8. Chairman Ruskamp, Vice Chairman Coffey, and immediate past chairman Brett Morris attended the USMF meeting in Long Beach, CA on Nov. 6-8. Chairman Ruskamp will be speaking at the American Farm Bureau convention in New Orleans on January 13, 2019.

Brand or Trade Name References

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 Cargill Sterling Silver
- The Beef Checkoff Program requested approval for a partnership with High River Angus

Jared Brackett moved and Rob Von Der Lieth seconded a motion to ratify the brand or trade name references for these promotions. Motion approved.

Pre-Conference EC Calls to the Board

Chairman Coffey informed the committee that the call lists would be sent to committee members in early January.

Staff Updates

CEO Scott Stuart introduced Cyndi Heimerich, the newly hired Executive Assistant. Mr Stuart stated that Sarah Metzler, newly hired Manager of Communications was working on rolling out the new checkoff campaign. And also reported that Jeff Lutz, Financial Compliance Manager, who started in late October, is training with Dean Oyster who is retiring in early 2019.

Legal Update

Wayne Watkinson updated the committee on the legal issues regarding the Montana Beef Council and that the Board was responding to discovery requests. Mr. Stuart stated the discovery process would be ongoing until March 2019.

Next Meeting

The next Executive Committee meeting is scheduled for Jan. 30, 2019 in New Orleans, LA.

Executive Session

Jana Malot moved and Amelia Kent seconded to move into Executive Session. Motion approved.

The Committee went into Executive Session at 12:35 p.m. and adjourned into open session at 12:45 p.m.

Adjourn

Rob Von Der Lieth moved and Amelia Kent seconded to adjourn at 12:45 p.m. Central Time.