

**DRAFT MINUTES
BEEF PROMOTION OPERATING COMMITTEE
BEEF PROMOTION AND RESEARCH BOARD
WOOLLEY'S CLASSIC SUITES
DENVER, COLORADO
MARCH 12, 2019**

Call to Order

Operating Committee Chairman Chuck Coffey called the meeting to order at 4:15 p.m.

Members present

Chuck Coffey, Chair
Jared Brackett
Randall Debler
Bob Mitchell
Paul Moss
Hugh Sanburg
Bill Slovek
Mike Smith
Janna Stubbs
Michael White

Laurie Munns, Vice Chair
Katie Brenny
Gary Deering
Brad Hastings (via phone)
Chris Jeffcoat
Clark Price
Jeff Rudolph
Don Terry
VeaBea Thomas
Buck Wehrbein,

Guests/Staff Present

Kahl Sesker, USDA/AMS
Dean Oyster, CBB
Chad Smith, CBB
Sara Arp, CBB
Cyndi Heimerich, CBB
Alex Menendez, Legal Counsel
Alisa Harrison, Federation

Sarah Metzler, CBB
Jeff Lutz, CBB
Charlotte Coates, CBB
Cheryl Conley, CBB
Jackie Means, CBB (via phone)
Todd Johnson, Federation
Joan Ruskamp, CBB

Quorum Established

Chairman Coffey declared that a quorum was present to conduct business.

Agenda Approved

Katie Brenny moved and Janna Stubbs seconded approval of the meeting agenda as emailed. Motion approved.

Minutes Approved

Gary Deering moved and Katie Brenny seconded approval of the September 11-12, 2018 minutes and the October 2, 2018 conference call as emailed. Motion approved.

Financial Report

Hugh Sanburg, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending February 2019 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 2018.

Amended Authorization Requests

The following amended authorization requests were presented to the committee for consideration:

- No-Cost Amendment to 1900-P, NAMI
- No-Cost Amendment to 1950-PC, CBB

Katie Brenny moved and Michael White seconded to review the no-cost authorization request amendment numbers 1900-P, NAMI and 1950-PC, CBB with the committee.

Laurie Munns moved and Bob Mitchell seconded to approve the no-cost amendments to 1900-P and 1950-PC authorization requests. Motion approved.

Partnership Form Amendment

Chairman Coffey noted the Operating Committee approved a requirement that any organizational partnership funded with money awarded by the Operating Committee be disclosed to the Operating Committee prior to execution. Most of these partnerships were included as attachments to the ARs approved in September, however, new partnership opportunities do arise from time to time. NEBPI has listed new partnership opportunities to 1920-CI, MICA/NEBPI.

Janna Stubbs moved and Veabea Thomas seconded to ratify the updated list of partnerships from 1920-CI, MICA/NEBPI. Motion approved.

Presentation of Proposed FY 2020 AR Format

Dean Oyster and Todd Johnson presented the proposed FY 2020 AR format revisions.

Jared Brackett moved and Buck Wehrbein seconded to amend the AR format by striking out Sources(s) under Other Funding on page 1 and approve the FY 2020 AR format as amended. Motion approved.

Evaluation Report

Jackie Means, Chairman of the Joint Evaluation Advisory Committee, joined by phone and reported the Evaluation Committee met in New Orleans during the winter meeting. At this meeting it was approved to start the process for the ROI study. An RFP has been issued and proposals should be received by the end of March.

Ms. Means presented the Meat Demand Monitor proposal from Glynn Tonsor, Kansas State University. After discussion it was determined this should be presented at the Leadership Summit in December.

Ms. Means also shared a list of criteria that the 2012 Operating Committee developed that served as a roadmap for the Evaluation Committee. Following a discussion, Ms. Means encouraged the Operating Committee members to attend the Evaluation Committee meeting during the Summer Business Meeting in Denver.

Gary Deering moved and Bob Mitchell second to ratify the Evaluation Advisory Committee minutes of January 30, 2019. Motion passed.

Other Business

Sarah Metzler, CBB, provided an update on the Producer Attitude Survey Results.

By consensus, the committee requested a Doodle Poll be conducted to find a date for a Spring Operating Committee conference call.

Chairman Coffey indicated the face-to-face Operating Committee meeting will be September 10-11, 2019 in Denver. Travel date will be September 9.

Adjourn

Jared Brackett moved and Bob Mitchell seconded to adjourn. Motion passed.

The meeting adjourned at 6:00 p.m.