

DRAFT
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
WOOLLEY'S CLASSIC SUITES
DENVER, COLORADO
March 13, 2019

Call to Order

Executive Committee Chairman Jared Brackett called the meeting to order at 8:05 a.m.

Members Present

Jared Brackett, Chairman
Chuck Coffey
Hugh Sanburg
Joan Ruskamp
Rich Brown
Jeff Isenmann

Jana Malot
Irv Petsch
Don Smith
Jimmy Taylor
Rob Von Der Lieth
Bill King (via phone)

Guests/Staff Present

Kahl Sesker, USDA/AMS
Dean Oyster, CBB
Chad Smith, CBB
Charlotte Coates, CBB

Sara Arp, CBB
Sarah Metzler, CBB
Cyndi Heimerich, CBB
Alex Menendez, Legal Counsel

Quorum

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

Agenda

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

Minutes

Don Smith moved and Irv Petsch seconded to amend the minutes and add Hugh Sanburg's name under Guests/Staff Present for the January 30, 2019 meeting. Motion approved.

Operating Committee Report

Operating Committee Chairman Chuck Coffey reported the Operating Committee met prior to the Executive Committee. The Operating Committee ratified the minutes from the Evaluation Committee January 30, 2019 meeting and approved the FY 2020 AR format.

Jimmy Taylor moved and Hugh Sanburg seconded to ratify the actions of the Operating Committee. 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.

Committee Assignments

Beef Board Chairman Coffey reported that the new CBB members will be asked to make their top-three committee selections during the New Member Orientation. Then the officers will assign new members to a committee after all selections have been made.

Chairman Coffey reported Katie Cooper has been appointed as the CBB co-chair of the Innovation to replace Tammy Basel. Jimmy Taylor has been appointed as the CBB co-chair to replace Hugh Sanburg on the Export Growth Committee. The officers appointed the following persons to the Budget & Audit Committee:

Norman Voyles, Vice Chairman, IN; Kent Bamford, CO; DJ Edwards, KS; Jim Eschliman, NE; Bill King, NM; CW Senn, SC; Bill McLaren, MO; Kathryn Sautter, OH; Hugh Sanburg, Ex-Officio, CO

Chairman Coffey reported the following persons were appointed to the CBB Evaluation Committee: Turk Stovall, MT; Randall Debler, KS.

Brand or Trade Name References

Chairman Brackett 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 Fresh Direct, LLC
- The Beef Checkoff Program requested approval for a partnership with Rational USA

State Promotions

- The Idaho Beef Council requests approval for a partnership with Double R Ranch

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

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

Winter Convention Debrief

The Executive Committee discussed the Board survey results from the 2019 Winter Convention.

Other Business

Following a discussion of the importance of the Executive Committee being in frequent communication, the Executive Committee agreed to hold a conference call on the first Tuesday of each month, beginning in May at noon CT.

Executive Session

Chuck Coffey moved and Jana Malot seconded to move into Executive Session. The Committee went into Executive Session at 9:15 a.m. and adjourned into open session at 9:45 a.m.

Adjourn

There being no further business Jana Malot moved and Jimmy Taylor seconded to adjourn the meeting at 9:45 a.m.