

**DRAFT MINUTES
BEEF PROMOTION OPERATING COMMITTEE
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
MAY 2, 2019**

Call to Order

Operating Committee Chairman Chuck Coffey called the meeting to order at 11:00 a.m. Central Daylight Time.

Members Present

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

Laurie Munns, Vice Chair
Katie Brenny
Gary Deering
Brad Hastings
Chris Jeffcoat
Clark Price
Jeff Rudolph
Don Terry
VeaBea Thomas

Members Absent

Bill Slovek

Buck Wehrbein

Guests/Staff Present

Kahl Sesker, USDA/AMS
Dean Oyster, CBB
Chad Smith, CBB
Cyndi Heimerich, CBB
Courtney Kalous, CBB
Wayne Watkinson, Legal Counsel
Rob Von Der Lieth, CBB

Alexandra Caryl, USDA/AMS
Sara Arp, CBB
Charlotte Coates, CBB
Jeff Lutz, CBB
Rich Brown, CBB
Jimmy Taylor, CBB
Ryan Moorhouse, Vice Chair, Evaluation
Advisory Committee

Quorum Established

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

Agenda Approved

Clark Price moved and Katie Brenny seconded approval of the meeting agenda as emailed. Motion approved.

Minutes Approved

Laurie Munns moved and Don Terry seconded approval of the March 12, 2019 minutes as emailed. Motion approved.

Revenue Projection Update for FY2019

Hugh Sanburg, CBB secretary/treasurer, reported that domestic assessments for FY2019 are projected to be approximately \$35.5 million or almost \$600,000 over the budget for \$34.9 million. Import assessments are projected to be approximately \$7 million or \$1 million over budget. Total projected assessments for FY2019 are relatively flat as compared to FY2018 actual assessments.

Interest income for FY2019 is projected to be \$304,000 as compared to the budget of \$137,000. This is attributed to increased earnings as a result of the rise in interest rates during the year.

Other income which is primarily late fees is projected to be \$33,000 as compared to \$25,000. In summary, total revenue is projected to exceed budgeted revenue by \$1.765 million.

Presentation of the FY 2020 Budget

Rob Von Der Lieth, Chair of the Budget and Audit Committee presented the proposed FY2020 budget for the program areas as recommended by the Budget and Audit Committee during a conference call meeting held on April 29, 2019. The funds recommended to be used for Authorization Requests is \$39,892,400. The program budget also includes \$227,000 for evaluation and \$335,000 for program development bringing the total CBB program budget to \$40,454,400. The second page of the budget handout summarizes the funds available for the program budget and requires action by the Beef Promotion Operating Committee.

Action on FY 2020 Budget Recommendation

Gary Deering moved and Bob Mitchell seconded a motion to approve the budget recommendations as presented and to recommend the FY 2020 proposed CBB program budget to the Beef Board. Motion approved.

Evaluation Report

Ryan Moorhouse, Vice Chair of the Evaluation Advisory Committee, reported the Evaluation Committee met via conference call on April 10, 2019. The committee conducted their annual orientation webinar for new and existing members as well as conducting normal business.

Mr. Moorhouse reported the ROI Task Force completed their work in early April and presented a recommendation to the full Evaluation Committee on the orientation webinar. The Task Force recommended for approval the proposal from Dr. Harry Kaiser at Cornell University. Dr. Kaiser conducted the last ROI study in 2014 and the proposal for 2019 will be compared to the 2014 study. The 2019 ROI report should be available by summer business meeting.

Mr. Moorhouse noted the task force was disappointed to only receive one proposal and they had a discussion with the Evaluation Committee on how to change the process to encourage more proposals next time. The changes shared with the committee included issuing the Request for

Proposal (RFP) in the fall once the budget is approved, sending the RFP to private companies in addition to universities, and conducting a small study to understand how other checkoffs conduct their ROI studies.

Mr. Moorhouse also reported that the Evaluation Committee received an update from Chairwoman Jackie Means on the Meat Demand Monitor project submitted by Glynn Tonsor, Kansas State University. She believes this project does not fall under the purview of the Evaluation Committee at this time.

Brad Hastings moved and Hugh Sanburg second to ratify the Evaluation Advisory Committee minutes of April 10, 2019. Motion approved.

Other Business

There was no further business to discuss.

Adjourn

VeaBea Thomas moved and Michael White seconded to adjourn at 11:20 a.m. Central Daylight Time.