

DRAFT
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
JUNE 12, 2019

Call to Order

Chairman Brackett called the conference call to order at 12:04 p.m. Central Time.

Members Present

Jared Brackett, Chairman
Rich Brown
Chuck Coffey
Jeff Isenmann
Bill King
Jana Malot

Irv Petsch
Hugh Sanburg
Don Smith
Jimmy Taylor
Joan Ruskamp, Ex-Officio

Members Absent

Rob Von Der Lieth

Guests/Staff Present

Dean Oyster, CBB
Kahl Sesker, USDA/AMS
Charlotte Coates, CBB
Sara Arp, CBB
Wayne Watkinson, Legal Counsel

Jeff Lutz, CBB
Sarah Metzler, CBB
Chad Smith, CBB
Cyndi Heimerich, CBB
Sara Burstein, Legal Counsel

Quorum

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

Agenda

Rich Brown moved and Don Smith seconded to approve the agenda as emailed. Motion approved.

Minutes

Don Smith moved and Hugh Sanburg seconded approval of the May 2, 2019 meeting minutes as emailed. Motion approved.

Officer Travel Update

Chuck Coffey and Jared Brackett reported on their recent overseas trip to Taiwan and Japan.

Hugh Sanburg reported on the USMEF Spring conference held in Kansas City, Missouri.

Rich Brown reported on the Veal conference in New York City.

Jared Brackett noted that Jimmy Maxey represented CBB at the LMA conference in California.

Board Ratification of New CEO

Chairman Brackett reported we received 85 total responses from Board Members with 84 yes votes and 1 no vote to ratify the new CEO, Greg Hanes.

Update on Reapportionment

Chad Smith, Director of Collections Compliance, presented the latest three-year average of USDA cattle inventories and import equivalencies. The Beef Board is required to review the geographic distribution of cattle inventories at least every three years. The Alabama Cattlemen's Association has formally requested to withdraw from the Southeast Unit. Therefore, CBB proposed that the Southeast Unit be dissolved and that South Carolina join the Midatlantic Unit. In order to better balance the cattle inventories in the Midatlantic unit and the Northeast Unit, we also propose that Maryland be moved from the Midatlantic Unit to the Northeast Unit. This would apply to the nomination process in 2020 and affect the number of board members appointed or reappointed by the Secretary to serve on the Board beginning in 2021.

Jimmy Taylor moved and Irv Petsch seconded to approve the reapportionment and present it to the full Board at summer business meeting in July 2019. Motion approved.

Budget Amendments

Dean Oyster, Interim CFO, presented a recommended budget amendment to FY2019 Administrative Budget along with a second recommended reallocation to Program Development.

Hugh Sanburg, Secretary/Treasurer, made a motion to approve both budget amendments and recommend presenting to the full Board for approval. Don Smith seconded approval to both budget amendments. Motion approved.

Chairman Brackett called for discussion. No further discussion from the committee.

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 Creekstone Farms
 - The Beef Checkoff Program requested approval for a partnership with Mushroom Council
 - The Beef Checkoff Program requested approval for a partnership with J&B Group
- State Promotions
 - 3 promotions from the Washington State Beef Commission; a partnership with Rosauers Supermarkets/Super /St. Helens Premium Angus Beef, AB Foods and Agri Beef /Double R Ranch Beef.

Don Smith moved and Bill King seconded a motion to ratify the brand or trade name references for these promotions. Motion approved.

Discuss Executive Committee calls to Board Members Prior to Summer Business Meeting

Chairman Brackett asked the EC members for input on questions and talking points for making calls to Board members prior to summer business meeting. The committee agreed it has been successful in the past and to move forward with the same process as last year. CBB staff will distribute the call information.

Other Business

Chairman Brackett noted the next conference call was set for July 10, 2019. Since the summer business meeting begins on July 29, he asked the committee if they felt this call was necessary. The committee agreed it was not necessary unless something comes up that would need to be addressed before summer business meeting.

Next Meeting

The next Executive Committee conference call, if needed, is scheduled for July 10, 2019 at noon Central Time.

Executive Session

Irv Petsch moved and Don Smith 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 12:40 p.m.

Adjourn

Bill King moved and Jana Malot seconded to adjourn at 12:40 p.m. Central Time.