

**DRAFT**  
**EXECUTIVE COMMITTEE MINUTES**  
**BEEF PROMOTION AND RESEARCH BOARD**  
**GAYLORD ROCKIES RESORT**  
**DENVER, COLORADO**  
**MONDAY, JULY 29, 2019 4:00 – 6:00 PM**

**Call to Order**

Executive Committee Chairman Jared Brackett called the meeting to order at 4:00 p.m.

**Members Present**

Jared Brackett, Chairman  
Rich Brown  
Chuck Coffey  
Bill King  
Jana Malot  
Irv Petsch

Hugh Sanburg  
Don Smith  
Jimmy Taylor  
Rob Von Der Lieth  
Joan Ruskamp, Ex-Officio

**Members Absent**

Jeff Isenmann

**Guests/Staff Present**

Charlotte Coates, CBB  
Sara Arp, CBB  
Cyndi Heimerich, CBB  
Greg Hanes, CBB  
Sarah Metzler, CBB

Jeff Lutz, CBB  
Kahl Sesker, USDA/AMS  
Alex Caryl, USDA/AMS  
Lauren Becker, USDA/OCG  
Wayne Watkinson, Legal Counsel

**Quorum**

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

**Agenda**

Jana Malot moved and Irv Petsch seconded to approve the agenda as emailed. Motion passed.

**Minutes**

Jimmy Taylor moved and Rich Brown seconded approval of the June 12, 2019 conference call minutes. Motion passed.

### **June 2019 Financial Report**

Hugh Sanburg, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending June 2019 and reported that the Board's assessment revenues for the first nine months were slightly higher than the assessment revenues for the first nine months of FY 2018.

### **FY 2019 Budget Amendment Report Out**

Mr. Sanburg reported the Board members ratification results for the FY 19 Budget Amendment were 83 completed with 82 approvals and 1 not approving.

### **FY 2020 Detailed Administration Budget**

Mr. Sanburg presented the FY 2020 Detailed Administration Budget.

Don Smith moved and Bill King seconded to recommend the FY 2020 Detailed Administration Budget of \$2,096,600 to the full Board. Motion passed.

### **Proposed Amendment to the FY 2020 Budget**

Mr. Sanburg reported the CBB staff is recommending increasing the Program Development Budget by \$139,500 for a revised Program Development Budget of \$474,500. This increase in the program Development Budget is needed to more accurately reflect the true costs associated with this budget component.

Rob Von der Lieth moved and Irv Petsch seconded to recommend the Proposed Amendment to the FY 2020 Program Development Budget of \$139,500 to the full Board. Motion passed.

### **Proposed Joint Advisory Committee Coordination Agreement**

Chairman Brackett presented the 2020 Joint Advisory Committee Coordination Agreement between the Cattlemen's Beef Board and the Federation Division of the National Cattlemen's Beef Association. The 2019 agreement will expire on September 30, 2019.

Jana Malot moved and Jimmy Taylor seconded to approve the Joint Advisory Committee Coordination Agreement for FY 2020. Motion passed.

### **Administrative Services Agreement**

The Administrative Services agreement is the annual agreement whereby CBB contracts with NCBA for meeting planning and assistance with committee staffing services.

Jana Malot moved and Rob Von der Lieth seconded to approve the FY 2020 Administrative Services Agreement. Motion passed.

## **FY 2017 Contractor Guidelines**

CFO Jeff Lutz presented the FY 2020 Contractor Guidelines.

Bill King moved and Rich Brown seconded to approve the FY 2020 Contractor Guidelines. Motion passed.

## **Brand or Trade Name References**

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

- National Promotions
  - The Beef Checkoff program requests approval for partnership with Performance Food Service
  - The Beef Checkoff program requests approval for partnership with Creekstone Farms
  - The Beef Checkoff program requests approval for partnership with Pasqualicio Brothers
  - The Beef Checkoff program requests approval for partnership with Krave
- State Promotions
  - Idaho State Beef Council requests approval for two partnerships with Agri Beef Foods and one with Double R Ranch and Albertsons Grocery Store.

Don Smith moved and Irv Petsch seconded a motion to ratify the brand or trade name reference for this promotion. Motion passed.

## **Status of OSBC Marketing Plans and Audit Reports**

Jeff Lutz, CFO, 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. Lutz 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**

Wayne Watkinson presented a litigation update.

Chairman Brackett indicated that the next Executive Committee conference call was scheduled for August 12, 2019 and asked if this call was needed since the next meeting has been scheduled for September 11, 2019. The committee agreed only if something comes up will this call be needed, otherwise it is cancelled.

Jimmy Taylor moved and Jana Malot seconded to move into Executive Session at 4:55 pm.

### **Executive Session**

The Committee went into Executive Session at 4:55 p.m. and adjourned into open session at 5:20 p.m.

### **Adjourn**

There being no further business, Irv Petsch moved and Don Smith seconded to adjourn the meeting at 5:20 p.m.