

DRAFT
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
EMBASSY SUITES HOTEL
DENVER, COLORADO
September 11, 2019

Call to Order

Executive Committee Chairman Jared Brackett called the meeting to order at 12:15 p.m.

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

Greg Hanes, CBB
Jeff Lutz, CBB
Tom Novota, CBB
Sara Arp, CBB
Sarah Metzler, CBB

Kahl Sesker, USDA/AMS
Wayne Watkinson, Legal Counsel
Chad Smith, CBB
Cyndi Heimerich, CBB

Quorum

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

Agenda

Jana Malot moved and Jimmy Taylor seconded to approve the agenda as emailed. Motion passed.

Minutes

Don Smith moved and Rich Brown seconded approval of the July 29, 2019 meeting minutes. Motion passed.

Operating Committee Report

Operating Committee Chairman, Chuck Coffey, reported the Committee met just prior to the Executive Committee meeting. The Operating Committee approved program proposals in the form of Authorization Requests for FY 2020 and recommended a balanced budget to the full Beef Board. Jeff Lutz presented the FY 2020 recommended budget to the EC members and

shared they will now recommend to the full board for approval and then to USDA for final approval.

Bill King moved and Jeff Isenmann seconded to ratify the actions of the Operating Committee. Motion passed.

CEO Update

Greg Hanes, CBB CEO, thanked everyone for their participation and leadership with the OC and EC meetings. He introduced the newest CBB member, Tom Novota, Financial Compliance Manager. He thanked Kahl Sesker, USDA/AMS, and noted CBB just completed our AMS review and it went well. Greg also shared he will be traveling to Montana State Beef Council this week to attend their Board Meeting.

He also noted the CBB Officers and Federation Officers met and discussed the Long Range Plan (LRP) candidates which have been chosen, a total of 15 members. Kim Brackett will be the chair and they are in the process of sending out RFPs for a facilitator.

Financial Report

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

FY 2020 CBB Budget Amendment

Mr. Sanburg presented the FY 2020 budget amendment to the Executive Committee.

Jeff Isenmann moved and Jana Malot seconded to approve the FY 2020 budget amendment for a total CBB FY 2020 budget of \$44,516,600 and recommend the budget to the full Board for its approval. Motion passed.

Administrative Services Agreement

Chairman Brackett presented the FY 2020 Administrative Services Agreement and noted the only changes from last year are the effective dates.

Jimmy Taylor moved and Irv Petsch seconded to approve the Administrative Services Agreement for FY 2020. Motion passed.

Brand or Trade Name References

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

National Promotion

- The Beef Checkoff Program requested approval for a partnership with UniPro Foodservice, Inc.
- The Beef Checkoff Program requested approval for a partnership with H-E-B
- The Beef Checkoff Program requested approval for a partnership with Marudai Foods

State Promotion

- The Montana Beef Council requested approval for a partnership with Ranch House Meats

Don Smith moved and Hugh Sanburg seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

Revised Acknowledgement Guidelines

Sarah Metzler reviewed and discussed the recommended changes to the Acknowledgement Guidelines and noted if approved they will be sent to USDA for approval.

Jana Malot moved and Jeff Isenmann seconded to approve the revised Acknowledgement Guidelines as presented. Motion passed.

Status of State Marketing Plans and Audit Reports

Jeff Lutz reported that all audit reports were received on time. 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.

Nominating Committee Appointments Update

Beef Board Chairman, Chuck Coffey, reported that Jackie Means would be the chair of the CBB Nominating Committee for 2020. Janna Stubbs will now be the Region 3 representative in place of Jackie Means. At-large member will be Jo Stanko.

Committee Leadership Update

Executive Committee Chairman, Jared Brackett, reported that the CBB and Federation officers met on Sept. 9 and selected the co-chairs for the checkoff program committees as follows: Bill McLaren, MO as Co-Chair of Consumer Trust.

2019 Summer Conference Survey Results

The Executive Committee discussed the results of the Summer Conference Survey.

Other Business

CEO Greg Hanes reported that CBB currently has one Freedom of Information Act (FOIA) request.

Wayne Watkinson updated the committee on the legal issues regarding the Montana Beef Council.

The Officers and Greg Hanes will be traveling to Washington, DC on October 20 – 22, 2019.

The next Executive Committee conference call is scheduled for October 9, 2019 at noon central time and will only be scheduled if needed. The November conference call is TBD due to conflicts.

Executive Session

Irv Petsch moved and Jana Malot moved to go into Executive Session.

The Committee went into Executive Session at 1:15 p.m. and adjourned into open session at 1:35 p.m.

Adjourn

There being no further business, Don Smith moved and Bill King seconded to adjourn the meeting at 1:35 p.m.

**Draft
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BEEF PROMOTION AND RESEARCH BOARD
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Call to Order

Chairman Brackett called the committee into Executive Session at 1:15 p.m.

Executive Session Minutes Review

EC members reviewed and approved the Executive Session Minutes of January 30, March 13, April 10, May 2, June 12 and July 29, 2019 as emailed.

Jana Malot moved and Jimmy Taylor seconded to approve the Executive Session minutes as emailed. Motion passed.

Adjourn

There being no further business, the meeting adjourned to open session.