



Executive Committee Meeting Minutes

Wednesday, February 5, 2020

5:00 PM – 6:30 PM

Henry B. Gonzalez Convention Center, San Antonio, TX

Room 221 B

DRAFT

Call to Order

Executive Committee Chairman Jared Brackett called the meeting to order at 5:02 PM and introduced guests.

Members Present

Jared Brackett	Rich Brown	Chuck Coffey	Bill King
Jana Malot	Irv Petsch	Hugh Sanburg	Don Smith
Jimmy Taylor	Rob Von der Lieth		

Members Absent

Jeff Isenmann

Guests/Staff Present

Joan Ruskamp, Ex-Officio	Wayne Watkinson, Legal Counsel
Kahl Sesker, USDA/AMS	Alex Caryl, USDA/AMS
Jennifer Porter, USDA/AMS	Tom Novota, CBB
Sara Arp, CBB	Jeff Lutz, CBB
Greg Hanes, CBB	Chad Smith, CBB
Sarah Metzler, CBB	Cyndi Heimerich, CBB

Quorum

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

Agenda

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

Minutes

Irv Petsch moved and Rich Brown seconded approval of the January 8, 2020 conference call minutes as emailed. Motion approved.

Beef Board Mission Statement

The Cattlemen's Beef Promotion & Research Board is dedicated to improving producer profitability, expanding consumer demand for beef, and strengthening beef's position in the marketplace.



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Chairman Update

Chairman Jared Brackett reported the officers attended the National Cattlemen's Beef Association Executive Committee meeting on Wednesday, February 5, 2020 and provided a brief report.

CEO Update

Greg Hanes thanked all the EC members and staff for a great year. Greg noted the challenges to the Checkoff and discussed the "Back to Basics" strategy to address misinformation about the Checkoff. He called on the members to go out and help spread the word as well. CBB will be providing more resources to support this effort on-line.

Greg Hanes provided an update on the Evaluation position which is currently contracted out with Rockland Dutton. Greg would like to bring that position back in-house. The new person would work closely with Courtney Kalous of Rockland Dutton in the first year. Greg is looking at a new position for an Issues Management staff member. He also provided an update on the office move.

Greg Hanes noted the Long Range Plan (LRP) task force is hard at work and moving forward. Their next meeting is on February 24-25, 2020 in Denver.

Financial Report

CBB Secretary/Treasurer Hugh Sanburg presented an overview of CBB's financial statement through December 2019.

Affirm Immediate Past CBB Chairman's Ex-Officio Status

Wayne Watkinson provided a brief explanation for the affirmation of the immediate past chairman.

Jana Malot moved and Rob Von der Lieth seconded to accept the recommendation to invite immediate past CBB Chairman Chuck Coffey to participate in all 2020 Executive Committee meetings in an advisory, non-voting capacity. Motion passed.

Brand or Trade Name Reference Report

Chairman Jared Brackett provided an update on the Texas Beef Council's request that was tabled at our January 8, 2020 conference call. After further review, a branded partnership is not necessary. The Texas Beef Council has an agreement with Texas Monthly to discuss various beef businesses and Kiolbassa is not using funds within this work to promote their brand and beef with the work performed by Texas Monthly.

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Status of State Marketing Plans & State Audit Reports

Tom Novota reported all audit reports were received on time. Those received have been reviewed and were found to be in compliance with the Act & Order. Mr. Novota reported all state marketing plans were received, reviewed and found to be in compliance with the Act & Order.

Producer Attitude Survey Preliminary Results

Sarah Metzler presented preliminary results of the most recent Producer Attitude Survey conducted by Luce Research.

Executive Committee Calls to CBB Members

Executive Committee members reported the results of their phone calls to CBB members.

Other Business

Wayne Watkinson, Legal Counsel, provided a legal update and noted no pending FOIA's at this time.

Sarah Metzler and Sara Arp provided an update on their visit to National Milk Producers Federation Annual Meeting in New Orleans, LA in November 2019.

Jackie Means, Nominating Committee Chair, provided the nominating committee recommendations for 2020 as follows:

CBB Chairman

Jared Brackett

CBB Vice Chairman

Hugh Sanburg

Secretary/Treasurer

Norman Voyles

CBB Executive Committee

Michael White

Amelia Kent

Rich Brown

Irv Petsch

Rob Von der Lieth

Jared Brackett

Torri Lienemann

Hugh Sanburg

David Hutsell

Norman Voyles

Philip Perry

Chuck Coffey, Ex-Officio

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Beef Promotion Operating Committee

Jimmy Taylor	Randall Debler
Jeff Isenmann	Bob Mitchell
Katie Cooper	Jared Brackett
Dave Hamilton	Hugh Sanburg
Bill McLaren	Norman Voyles

Jared Brackett noted the New Member orientation is March 17-18, 2020 and the Executive Committee and Beef Promotion Operating Committee orientation dates are March 18-19, 2020 in Denver, CO.

The committee went into executive session at 6:18 PM and adjourned into open session at 6:57 PM.

Adjourn

There being no further business, the meeting adjourned at 6:57 PM.

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