



Beef Promotion Operating Committee

Meeting Minutes

Thursday, March 19, 2020

9:00 AM – 10:00 AM MT

Webinar/Teleconference

DRAFT

Call to Order

Operating Committee Chairman Jared Brackett called the meeting to order at 9:00 AM MT and thanked all attendees for their flexibility in shifting from an in-person meeting to on-line.

Members Via Phone

Jared Brackett, Chair
Katie Brenny
Clay Burtrum
Katie Cooper
Randall Debler
David Hamilton
Dan Hanrahan
Brad Hastings
Jeff Isenmann
Chris Jeffcoat

Stacy McClintock
Scott McGregor
Bill McLaren
Clark Price
Jeff Rudolph
Hugh Sanburg
Jimmy Taylor
Norman Voyles
Buck Wehrbein

Members Absent

Bob Mitchell

Guests/Staff Via Phone

Kahl Sesker, USDA/AMS
Wayne Watkinson, Legal Counsel
Todd Johnson, NCBA
Greg Hanes, CBB
Courtney Kalous, Rockland Dutton
Philip Perry, CBB
Sarah Metzler, CBB

Alex Caryl, USDA/AMS
Chuck Coffey, CBB
Sara Arp, CBB
Jeff Lutz, CBB
Chad Smith, CBB
Cyndi Heimerich, CBB
Ryan Moorhouse, Evaluation Vice Chair

Quorum Established

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

Approve Agenda

Chairman Jared Brackett asked that the agenda be amended to include an update from Greg Hanes, CEO, on COVID-19 after approving the minutes.

Hugh Sanburg moved and Clark Price seconded approval of the meeting agenda as amended. Motion passed.

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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Approve Minutes

Norman Voyles asked that the minutes be amended on page 9, towards bottom of page, 20000-P be changed to 2000-P.

Jimmy Taylor moved and Clay Burtrum seconded approval of the minutes as amended. Motion passed.

COVID-19 Update

Greg Hanes, CEO, and Sarah Metzler, CBB, provided an update on COVID-19 and its impact on CBB meetings, travel, the office, and response plans.

Financial Report

Norman Voyles, CBB Secretary/Treasurer, presented the Beef Board's financial statements for the period ending February 2020 and reported that the Board's assessment revenues for the first five months were slightly down from the assessment revenues for the first five months of FY 2019.

Amended Authorization Request

Chairman Jared Brackett and Sara Arp, CBB, noted the amended authorization No-Cost Amendment NAMI request to AR #1910-R and asked for discussion.

Bill McLaren moved and Stacy McClintock seconded to approve the AR #1910-R, NAMI as amended. Motion passed.

Presentation of Proposed FY 2021 AR Format

Sara Arp, CBB, and Todd Johnson, NCBA, presented the draft FY 2021 AR format for discussion.

Clay Burtrum moved and Katie Brenny seconded to table FY 2021 AR format until a meeting of the committee is scheduled for review and a training session is completed. Motion failed with 8 no votes and 11 yes votes.

Hugh Sanburg moved and Randall Debler seconded to accept all changes to FY2021 AR format as presented. Motion passed.

2034-II Beef Industry Crisis Reserve AR Update

Todd Johnson, NCBA, and the Executive Committee discussed the AR 2034-11 Beef Industry Crisis Reserve. It is a unified Industry Information crisis plan that, if needed, a plan would be brought forward to the Operating Committee for approval and the Executive Committee would ratify the use of funds. Those funds would come from existing ARs.

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Evaluation Committee Update and Approval of Minutes

Ryan Moorhouse, Vice Chairman of the Joint Evaluation Advisory Committee, reported the Evaluation Committee met in San Antonio during the winter meeting. The committee received and approved the fiscal 2019 Evaluation Report of Checkoff Programs.

Mr. Moorhouse also shared a list of criteria that the 2012 Operating Committee developed that serves as a roadmap for the Evaluation Committee. He pointed out and discussed three outstanding items on the list. Mr. Moorhouse invited the Operating Committee members to attend and partake in a discussion on the list and these three outstanding items during the Evaluation Committee meeting during the Summer Business Meeting in Denver.

Scott McGregor moved and Randall Debler seconded to ratify the Evaluation Advisory Committee minutes of February 5, 2020. Motion passed.

Other Business

Sarah Metzler, CBB, provided an update on the Producer Attitude Survey results.

Chad Smith, CBB, provided an update on the FY 2021 Veal Formula and a request was made to share this with the committees.

Due to the cancellation of the in-person meeting, Greg Hanes, CEO, noted CBB is looking at conducting Contractor overview webinars on April 8th and April 22nd for approximately 1 ½ hours each and asked if anyone had any conflicts to please let him know. A request was made to have them scheduled either early morning or late afternoon.

Future Operating Committee meeting in late April or early May is to be determined.

BPOC meeting at Summer Business Meeting is to be determined in Denver, CO.

OC and EC Committee meetings are scheduled for September 9-10, 2020 in Denver, CO.

Clay Burtrum requested scheduling a full AR training session before September meeting.

Katie Brenny asked to discuss feedback from winter meeting and survey results as well as Long Range Plan.

Adjourn

Randall Debler moved and Jeff Isenmann seconded to adjourn. Motion passed.

The meeting adjourned at 10:40 AM MT.

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