



# Executive Committee Conference Call Minutes

Thursday, June 25, 2020

1:00 PM – 2:00 PM MT

Teleconference 1-720-403-8195; ID 8011218#

**DRAFT**

## **Call to Order**

Chair, Hugh Sanburg, called the conference call to order at 1:00 PM MT.

## **Members Present**

Hugh Sanburg, Chair	Torri Lienemann
Jared Brackett	Phil Perry
Rich Brown	Irv Petsch
David Hutsell	Norman Voyles
Amelia Kent	Michael White

## **Members Absent**

Rob Von Der Lieth	Chuck Coffey
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## **Guests/Staff Present**

Greg Hanes, CBB	Jeff Lutz, CBB
Sara Arp, CBB	Sarah Metzler, CBB
Chad Smith, CBB	Cyndi Heimerich, CBB
Kahl Sesker, USDA/AMS	Alex Caryl, USDA/AMS
Jeff Sotosky, USDA/AMS	Wayne Watkinson, Legal Counsel

## **Quorum**

Chair, Hugh Sanburg, declared a quorum was present to conduct business.

## **Approve Agenda**

Phil Perry moved and David Hutsell seconded to approve the agenda as emailed. Motion passed.

## **Approve Minutes**

Michael White moved and Jared Brackett seconded to approve the May 14, 2020 conference call minutes as emailed. Motion passed.

## **CEO Update**

CEO, Greg Hanes, thanked everyone for taking the time out of their busy day to be on the call. He acknowledged Michael White was present and recovering well after his accident. Michael provided an update and is doing well. Mr. Hanes also acknowledged Amelia & Russell Kent on the arrival of their new baby girl. Congratulations!

### **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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Mr. Hanes noted he has been on board with CBB for one year and has enjoyed working with everyone. He noted Beka Wall, Director of Evaluation and Outreach, has been working with Courtney Kalous and Sara Arp and making great strides as she takes on the evaluation process. Mr. Hanes asked the committee to go back and review past Evaluations and provide feedback on how we could improve.

Back to Basics continues to address misinformation out there, but the issues seems to be getting worse, especially with the bad markets. As we move forward with improving transparency and addressing misinformation, we are going to contract with Martin Hummel, who has cattle/beef experience, to help for the next few months. He will be working closely with Sarah Metzler and the CBB team on projects to address these issues and helping where needed. Ideally, we can maintain these efforts and are currently looking at ways to fund this.

## **CFO Report**

Jeff Lutz, CFO provided an update on year over year Domestic and Importer Revenue. Also, Jeff provide an update on the projected revenue for FY 2020. Chad Smith, Director of Collection Compliance, provide update on the cattle slaughter numbers.

## **Discuss Executive Committee Calls to Board Members Prior to Summer Business Meeting**

Chair, Hugh Sanburg, asked the committee for input on questions and talking points for making phone calls to Board members. All agreed to continue. A phone call assignment list was provided via email to all committee members. Hugh reminded all member to please come prepared to the Executive Committee meeting at Summer Business Meeting and to have their brief report on conversations with Board members ready.

## **Other Business**

Chair, Hugh Sanburg, provided future committee meeting dates. No further discussion was brought up.

## **Executive Session**

Phil Perry moved and Jared Brackett seconded to move into Executive Session. Motion approved.  
The Committee went into Executive Session at 1:30 PM and adjourned into open session at 1:55 PM.

## **Adjourn**

Meeting adjourned at 1:55 PM MT.

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