



Executive Committee Conference Call Minutes

Wednesday, July 15, 2020

8:30 AM – 10:05 AM MT

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

Call to Order

Chair, Hugh Sanburg, called the conference call to order at 8:30 AM MT.

DRAFT

Members Present

Hugh Sanburg, Chair
Jared Brackett
Rich Brown
David Hutsell
Amelia Kent
Rob Von Der Lieth

Torri Lienemann
Phil Perry
Irv Petsch
Norman Voyles
Michael White
Chuck Coffey

Guests/Staff Present

Greg Hanes, CBB
Sara Arp, CBB
Chad Smith, CBB
Kahl Sesker, USDA/AMS
Jeff Sotosky, USDA/AMS
Betsy Flores, USDA/AMS

Jeff Lutz, CBB
Sarah Metzler, CBB
Cyndi Heimerich, CBB
Beka Wall, CBB
Wayne Watkinson, Legal Counsel

Quorum

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

Approve Agenda

Irv Petsch moved and Rob Von Der Lieth seconded to approve the agenda as emailed. Motion passed.

Approve Minutes

Philip Perry moved and Amelia Kent seconded to approve the June 25, 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. Mr. Hanes shared that CBB is looking to add an additional person to staff for a Communications position. This person would help with getting the "Back to Basics" message out along with many other communication needs. This would be considered a program expense. Mr. Hanes will also look for support from State Beef Councils. He opened for discussion. After discussion, he indicated he would like to bring this to the Beef Promotion Operating Committee at Summer Business Meeting.

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 provided a brief update on the petition for referendum. He asked Betsy Flores, USDA/AMS to provide a brief update. Mr. Hanes noted this will incur new costs to next year's budget and he will be working closely with USDA and Jeff Lutz, CFO

CFO Report

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

Summer Business Meeting

Greg Hanes, CEO noted he has received a lot of feedback around holding the in-person Summer Business Meeting in Denver. Sara Arp, Director of Operations, provided a current COVID-19 update.

Rich Brown moved and Norman Voyles seconded to change Summer Business Meeting to an on-line meeting.

Chair, Hugh Sanburg, opened the issue for discussion, which included reports from the Executive Committee members regarding the results of phone calls with CBB members. Betsy Flores of USDA and Wayne Watkinson legal council also provided input.

After discussion, A roll call vote was taken. The motion passed with 7 yes and 3 no votes.

Nominating Committee Regions

Chad Smith, Director of Collection Compliance, noted CBB's reapportionment plan that was approved by the Board last summer has been finalized. With this reapportionment plan, the Southeast Unit, which was comprised of Alabama, Georgia, and South Carolina, was dissolved. Alabama and Georgia will each have 1 Board seat, and South Carolina was moved to the Mid-Atlantic Unit with West Virginia. Maryland was moved from the Mid-Atlantic Unit to the Northeast Unit. With South Carolina and West Virginia now comprising the Mid-Atlantic Unit and sharing a Board seat, it seems prudent to adjust the Nominating Committee Regions so that South Carolina and West Virginia are in the same region. Mr. Smith provided two region map options for the Executive Committee by email. Chair, Hugh Sanburg, opened for discussion.

After discussion, Philip Perry moved and Rob Von Der Lieth seconded to approve Nominating Committee Region Map Option 2 which would include West Virginia, Virginia and North Carolina in Region 2. Motion passed.

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Other Business

Chair, Hugh Sanburg, provided future committee meeting dates. Greg Hanes, CEO, asked if the Officers would still plan on attending the Summer Business Meeting in Denver at the CBB office. Mr. Sanburg noted as discussed at the last Officer meeting, they did plan on attending in person.

Executive Session

Rich Brown moved and Norman Voyles seconded to move into Executive Session. Motion passed.
The Committee went into Executive Session at 9:56 AM MT and adjourned into open session at 10:05 AM MT.

Adjourn

Meeting adjourned at 10:05 AM MT.

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