



Executive Committee Conference Call Draft Minutes

Wednesday, January 6, 2021
12:00 PM – 1:00 PM MT
Zoom Conference Call

Call to Order

Executive Committee Chair Hugh Sanburg called the meeting to order at 12:00 PM MT.

Members Present

Hugh Sanburg, Chair
Rich Brown
David Hutsell
Torri Lienemann
Irv Petsch
Norman Voyles

Jared Brackett
Chuck Coffey
Amelia Kent
Phil Perry
Rob Von Der Lieth
Michael White

Guests/Staff Present

Greg Hanes, CBB
Jeff Lutz, CBB
Cyndi Heimerich, CBB
Tom Novota, CBB
Chad Smith, CBB
Beka Wall, CBB

Sara Arp, CBB
Lacey Heddlesten, USDA/AMS
Sarah Aswegan, USDA/AMS
Wayne Watkinson, Legal Counsel
Sarah Metzler, CBB

Quorum

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

Agenda

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

Minutes

Phil Perry moved and David Hutsell seconded to approve the November 10, 2020 meeting minutes as emailed. Motion passed.

CEO Update

Greg Hanes, CEO, updated the committee on the staff initiative to provide more information to the various stakeholder groups. These include CBB Board members, the EC, officers, contractors, QSBCs, BPOC, other committees, etc. The initiative focuses on scheduled webinars that will target several (or all) of these groups each month. Hanes also provided updates on the Checkoff Communication Resource position, plan to move AR terms to 1-year

Beef Board Mission Statement

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(other than research ARs), evaluation committee plans, Checkoff information with NCBA BQA and MBA programs, and the petition for a Checkoff referendum.

Financial Report

Norman Voyles, CBB Secretary/Treasurer, presented the Beef Board's financial statement for the period ending November 2020.

Officer & Staff Travel Update

Chair Hugh Sanburg reported no travel has been occurring due to COVID-19. The Officers will be traveling to Denver for the Winter Business Meetings.

Brand or Trade Name References

Chair Hugh Sanburg presented partnership proposals that contained brand or trade name references for the following:

National Promotions

- NAMI request approval for a partnership with Mosner Family Brands
- USMEF requests approval for a partnership with Pepper Lunch
- USMEF request approval for a partnership with Snake River and Creekstone Farms

State Promotions

- Washington State Beef Commission requests a partnership with AgriBeef Co.

Jared Brackett moved and Rob Von der Lieth seconded a motion to ratify the NAMI Mosner Family Brands, USMEF Pepper Lunch and USMEF Snake River and Creekstone Farms as emailed. Motion passed.

Phil Perry moved and Michael White seconded a motion to ratify the Washington State Beef Commission State Promotion request as emailed. Motion passed.

Discuss Executive Committee Calls to Board Members Prior to Winter Convention

Chair Hugh Sanburg reminded the committee they have each been assigned board member names to call in the next couple of weeks to get feedback on how everything is going for them in their states. The assigned lists were sent out on Monday, January 4, 2021. Reports will be given at the Executive Committee Winter Business Meeting.

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Other Business

Wayne Watkinson provided a legal update.

The next Executive Committee meeting is February 3, 2021 as a virtual Zoom meeting.

Executive Session

The committee went into Executive Session at 12:37 PM MT.

Adjourn

There being no further business the meeting adjourned at 12:45 PM MT.

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