



# Executive Committee Meeting Minutes

Wednesday, February 3, 2021

10:00 AM – 12:00 PM MT

Virtual Meeting

**DRAFT**

## Call to Order

Chair Hugh Sanburg called the meeting to order at 10:00 AM MT and welcomed everyone.

## Members Present

Hugh Sanburg, Chair	Jared Brackett	Rich Brown	Chuck Coffey, Ex Officio
David Hutsell	Amelia Kent	Torri Lienemann	Philip Perry
Irv Petsch	Rob Von der Lieth	Norman Voyles Jr.	Michael White

## Guests/Staff Present

Wayne Watkinson, Legal Counsel	Kahl Sesker, USDA/AMS	Lacey Heddleston, USDA/AMS
Taylor Cox, USDA/AMS	Tara Weaver, Legal Counsel	Dan Halstrom, USMEF
Sara Arp, CBB	Jeff Lutz, CBB	Tom Novota, CBB
Greg Hanes, CBB	Chad Smith, CBB	Libby Stauder, CBB
Sarah Metzler, CBB	Cyndi Heimerich, CBB	Beka Wall, CBB
Cheryl Conley, CBB	Season Solorio, NCBA	Tracy Tomascik, TX Farm Bureau
Jason Bagley, TX BC	Lia Biondo, USCA	Sarah Childs, Incoming CBB
Olivia Dobbs, USMEF	John Hanners, USMEF	Rod Manuel, USMEF
Chaley Harney, MT BC	Rick Henningfeld, AFBF	Kenneth Krutz, Federation
Chad Lanum, IN BC	Daniel Overdorff, PA	Arika Pellman, NEBPI
Jim Ramm, Federation	Samantha Riley, MS BC	Ann Marie Bosshamer, NE BC
Heather Buckmaster, OK BC	John Sachse, KS BC	Tammy Vaassen, WI BC
Andrew Warner, Swanson Russell	Chloe Wilson, Federation	Melissa Daniels, Incoming CBB
Kim D'Anella, Incoming CBB	Graeme Goodsir, Former CBB	

## Quorum

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

## Agenda

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

## Minutes

Rich Brown moved and Phil Perry seconded to approve the January 6, 2021 conference call minutes as emailed. Motion approved.

## CEO Update

Greg Hanes thanked all the EC members and staff for a great year. Mr. Hanes reminded everyone of the upcoming Contractor webinar series and provided updates on the Checkoff Communication &



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Education Manager (Libby Stauder) position as well as the Director of Evaluation and Outreach (Beka Wall) position.

Mr. Hanes discussed multi-year AR's and moving them back to 1 year AR's except for Research AR's which will stay multi-year.

The Checkoff is celebrating our 35<sup>th</sup> year anniversary and inside the January edition of The Drive is a big spread of all of the Checkoff accomplishments in the past 35 years. Mr. Hanes encouraged all the CBB members to go out and talk about what all the Checkoff is doing.

## **Financial Report**

CBB Secretary/Treasurer Norman Voyles Jr. presented an overview of CBB's financial statement through December 2020.

CBB Budget & Audit Chair Rob Von der Lieth presented a report on the external audit for FY2020.

## **Status of State Marketing Plans & State Audit Reports**

Tom Novota, CBB Financial Compliance Manager, noted all audit reports were received on time. They 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 Communications Update**

Sarah Metzler, CBB Director of Organizational Communications, presented an update on Producer Communications.

## **Executive Committee Calls to CBB Members**

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

## **Other Business**

Kent Bamford, Nominating Committee Chair, provided the nominating committee recommendations for 2021 as follows:

CBB Chair  
Hugh Sanburg

CBB Vice Chair  
Norman Voyles, Jr.

Secretary/Treasurer  
Jimmy Taylor

### CBB Executive Committee

Rich Brown  
David Hutsell  
Bob Mitchell  
Bill Slovek  
Norman Voyles, Chair  
Jimmy Taylor

Jason Hitch  
Bill King  
Irv Petsch  
Don Smith  
Hugh Sanburg  
Jared Brackett, Ex Officio



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## Beef Promotion Operating Committee

Katie Cooper	Dave Hamilton
Jeff Isenmann	Torri Lienemann
Bill McLaren	Terry Quam
Michael White	Hugh Sanburg, Chair
Norman Voyles	Jimmy Taylor

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

Chair Hugh Sanburg noted the next Executive Committee conference call is to-be-determined.

Chair Hugh Sanburg noted the New Member, Executive Committee and Beef Promotion Operating Committee orientation dates are April 7-9, 2021 in Denver, CO.

## **Affirm Immediate Past CBB Chairman's Ex-Officio Status**

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

Michael White moved and Amelia Kent seconded to accept the recommendation to invite immediate past CBB Chairman Jared Brackett to participate in all 2021 Executive Committee meetings in an advisory, non-voting capacity. Motion passed.

## **Executive Session**

Chair Hugh Sanburg called the meeting into Executive Session at 11:15 AM MT and excused some CBB staff members and all gallery members.

## **Adjourn**

There being no further business, the meeting adjourned at 12:09 PM MT.