



# Executive Committee Meeting Agenda

Wednesday, February 3, 2021

10:00 AM – 12:00 PM MT

Virtual Meeting

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1. Call to Order
  2. Establish a Quorum
  3. Approve Agenda
  4. Approve Minutes of January 6, 2021 Conference Call
  5. CEO Report
  6. Financial Report
  7. Brand or Trade Name Reference Report
  8. Status of State Marketing Plans & Status of State Audit Reports
  9. Producer Communications Update
  10. Discuss Executive Committee Calls to CBB Members
  11. Other Business
    - Nominating Committee Report
    - Legal Update
    - FOIA Update
    - Next Executive Committee Conference Call – TBD
    - Executive Committee, Beef Promotion Operating Committee and New Member Orientation/Meetings – April 7-9, 2021
  12. Affirm Immediate Past CBB Chair's Service
  13. Executive Session
  14. Adjourn

## 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.*