



Beef Promotion Operating Committee Meeting Minutes

Thursday, April 8, 2021

8:00 AM – 9:30 AM MT

Embassy Suites DIA, Denver CO and Virtual

Call to Order

Beef Promotion Operating Committee (BPOC) Chair Hugh Sanburg called the meeting to order at 8:00 AM MT and thanked all attendees for their time.

Members In-Person

Hugh Sanburg, Chair
Katie Brenny
Clay Burtrum
Katie Cooper
David Hamilton
Dan Hanrahan
Brad Hastings
Chris Jeffcoat

Torri Lienemann
Stacy McClintock
Bill McLaren
Clark Price
Terry Quam
Jimmy Taylor
Norman Voyles Jr.
Michael White

Members Via Phone

Gary Deering
Jeff Isenmann

Brett Morris
Jeff Rudolph

Guests/Staff In-Person & Via Phone

Wayne Watkinson, Legal Counsel
Jeff Lutz, CBB
Cyndi Heimerich, CBB
Libby Stauder, CBB
Irv Petsch, CBB
Amber Elwood, Texas Beef Council
Ann Wittmann, Wyoming Beef Council
Ashley Russell, New York Beef Council
Bree DeNaeyer, CBB
Chaley Harney, Montana Beef Council
Claudia Wright, CBB
Daphne Holterman, CBB
Hillary Makens, NCBA
Jason Hitch, CBB
Jeri Hanson, CBB
Kaitlyn Swope, NEBPI
Lacey Heddleston, USDA-AMS
Lynda Grande, CBB
Molly McAdams, Texas Beef Council
Rich Brown, CBB
Royalee Rhoads, Minnesota Beef Council
Susan Backus, NAMI
Wally Schulthess, CBB

Greg Hanes, CBB
Beka Wall, CBB
Sarah Metzler, CBB
Todd Johnson, CBB
Jared Brackett, CBB
Andy Bishop, CBB
Ann Marie Bosshamer, Nebraska Beef Council
Bill Sessions, NAMI
Chad Smith, CBB
Cheryl DeVuyst, CBB
Daniel Meloy, AFBFA
Donna Moenning, NAMI
Jason Bagley, Texas Beef Council
Jennifer Matison, Texas Beef Council
Kahl Sesker, USDA-AMS
Kevin Thielen, Kansas Beef Council
Lia Biondo, USCA
Mark Russell, Missouri Beef Council
Nichole Hockenberry, Pennsylvania Beef Council
Rick Henningfeld, AFBFA
Seth Denbow, CBB
T.K. Kuwahara, Idaho Beef Council
Sara Arp, CBB



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Quorum Established

Chairman Hugh Sanburg declared that a quorum was present to conduct business.

Approve Agenda

Chairman Hugh Sanburg asked for a motion and second to approve the agenda as emailed or amended.

Norman Voyles Jr. moved and Katie Brenny seconded approval of the meeting agenda as emailed. Motion passed.

Approve Minutes

Chairman Hugh Sanburg asked for a motion and second to approve the September 9-10, 2020 and September 22, 2020 minutes as email.

Brad Hastings moved and Stacy McClintock seconded approval of the September 9-10, 2020 and September 22, 2020 minutes as emailed. Motion passed.

BPOC Roles & Responsibilities

Greg Hanes, CBB CEO, presented a revised BPOC Roles & Responsibilities document which included updates following a joint Officer meeting. The changes were mainly language updated to provide more consistency. After review and discussion, Chairman Hugh Sanburg asked for a motion and second to approve the BPOC Roles & Responsibilities as presented on the screen.

David Hamilton moved and Michael White seconded approval of the Beef Promotion Operating Committee (BPOC) Roles & Responsibilities as presented on the screen. Motion passed.

Financial Report

Jimmy Taylor, CBB Secretary/Treasurer, presented the Beef Board's financial statements for the period ending February 2021 and reported that the Board's assessment revenues for the first five months were slightly up from the assessment revenues for the first five months of FY 2020.

Amended Authorization Request

Chairman Hugh Sanburg noted the amended authorization requests: No-Cost Amendment to 2121-CI, AFBFA; No-Cost Amendment to 1910-R, NAMI and No-Cost Amendment to 2132-II, NCBA and asked for discussion.

Clark Price moved and Michael White seconded to approve all three of the No-Cost requests presented. Motion passed.



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Checkoff Evaluation Committee Update

Cheryl DeVuyst, Chair of the Checkoff Evaluation Committee, reported the Checkoff Evaluation Committee has two new members. Torri Lienemann from Nebraska and Chris Jeffcoat from Pennsylvania. The committee met in February and received an update on the U.S. Beef Demand Drivers and Plant-Based Protein Impact Study presented by Dr. Glynn Tonsor of Kansas State University. CBB is working with Dr. Tonsor to create a one-page summary that will be available on the CBB website. The committee approved the FY20 Evaluation Report which is available on the CBB website. The committee continues to work with contractors on External Program Reviews to drive “continuous improvement” in Beef Checkoff programs and further analyze the value achieved by these programs.

Presentation of Proposed FY2022 Contract & AR Format

Jeff Lutz, CBB CFO, presented the updates to the FY2022 contract and AR format.

Jimmy Taylor moved and Dan Hanrahan seconded to approve the FY2022 Contract and AR format as presented. Motion passed.

Other Business

Greg Hanes, CBB, provided an update on the Checkoff Communications Resource position at CBB.

Chair Hugh Sanburg noted future Beef Promotion Operating Committee meetings as follows: May 13, 2021 virtual call to approve preliminary budget; August 13, 2021 meeting in Nashville, TN, and September 8-10, 2021 meeting in Denver, CO.

Michael White, CBB, asked for discussion and clarification on Other Source of Funding in the sample AR.

Adjourn

Katie Brenny moved and Clay Burtrum seconded to adjourn at 8:45 AM MT. Motion passed.