



Executive Committee Conference Call Minutes

Thursday, May 13, 2021
12:00 PM – 1:00 PM MT
Zoom Meeting

DRAFT

Call to Order

Executive Committee Chair Norman Voyles Jr. called the meeting to order at 12:00 PM MT and thanked the attendees for their time.

Members Present

Norman Voyles Jr., Chair
Rich Brown
David Hutsell
Bob Mitchell
Hugh Sanburg
Don Smith

Jared Brackett
Jason Hitch
Bill King
Irv Petsch
Bill Slovek
Jimmy Taylor

Guests/Staff In-Person and Via Phone

Sara Arp, CBB Staff
Susan Backus, FMPRE
Celeste Blackburn, CBB
Sarah Childs, CBB
Seth Derner, Vivayic
Nicole Galase
Brad Hastings, Federation
Jeff Lutz, CBB Staff
Molly McAdams, Texas Beef Council
Sarah Metzler, CBB Staff
Kathy Sautter, CBB
Bill Sessions, NAMI
Libby Stauder, CBB Staff
Kaitlyn Swope, NEBPI
Wayne Watkinson, Legal Counsel

Jesse Austin, USMEF
Andy Berry, Mississippi Beef Council
Mandy Carr, NCBA
Seth Denbow, CBB
Amber Elwood, Texas Beef Council
Greg Hanes, CBB Staff
Torri Lienemann, CBB
Lauren Maehling, Arizona Beef Council
Daniel Meloy, AFBFA
Tom Novota, CBB Staff
Kahl Sesker, USDA
Chad Smith, CBB Staff
Marty Stingley, CBB
Kevin Thielen, Kansas Beef Council
Penny Zimmerman, CBB

Quorum

Executive Committee Chair Norman Voyles Jr. declared a quorum was present to conduct business.

Approve Agenda

Chair Norman Voyles Jr. asked for a motion and second to approve the agenda as emailed.

Irv Petsch moved, and Jason Hitch seconded to approve the agenda as emailed. Motion passed.



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Approve Minutes

Chair Norman Voyles Jr. asked for a motion and second to approve the minutes of April 8, 2021 as emailed.

Hugh Sanburg moved, and Bill King seconded to approve minutes of April 8, 2021. Motion passed.

CEO Report

Greg Hanes, CBB CEO, presented his CEO Report which included updates on IT support vendor; implementation of online AR application and review process; departure of Cyndi Heimerich and seeking her replacement which we hope to have in place before she leaves in mid-June; video content from both PC and CCR; conducting a roundtable event at LMA Annual Convention; 35th Anniversary Update with Distinguished Service Award Honoree, various letters that have been circulating, meetings, and other initiatives.

Revenue Projection Update for FY 2021

Jimmy Taylor, Secretary/Treasurer, presented the FY 2021 revenue projection update and noted domestic assessments for fiscal year 2021 are projected to be approximately \$35 million or \$500 thousand less than budgeted revenues of \$35.5 million. Import assessments are projected to be approximately \$7.3 million or \$800 thousand over budget. Total projected assessments for fiscal year 2021 are approximately \$42.3 million compared to budgeted assessments of \$42.0 million.

Interest income for fiscal year 2021 is projected to be \$99,500 as compared to the budget of \$238,000. This decrease is attributable to decrease interest earnings because of the lower interest rates environment during the period. Other income, which is primarily late fees is projected to be \$31,450 as compared to the budget of \$30,000.

Beef Promotion Operating Committee Report

Hugh Sanburg, Chair of the Beef Promotion Operating Committee, provided a brief report on the May 11th conference call with the Budget and Audit Committee who recommended a budget for FY 2022 in the amount of \$41,832,000. This includes an authorization request budget of \$37,706,400, evaluation budget of \$244,000, program development budget of \$470,000, and checkoff communications resources budget of \$200,000. In addition, the committee also recommended \$850,000 for USDA oversight budget, \$270,000 for support services & litigation which is a new budget category and \$2,019,600 for administration budget. During the May 13th Beef Promotion Operating Committee conference call, the Beef Promotion Operating Committee recommended a program budget of \$38,620,400 which includes \$37,706,400 for authorization requests, \$244,000 for evaluation budget, \$470,000 for program development, and \$200,000 for checkoff communications resources.

Hugh Sanburg, Chair, asked for any discussion.

Hugh Sanburg moved to ratify the actions of the Beef Promotion Operating Committee and Jason Hitch seconded to approve the FY 2022 recommended budget. Motion passed.



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Brand and Trade Name Guidelines and References

Chair Norman Voyles Jr. asked for questions or discussion around the National Promotion Brand or Trade Name References for the following:

National Promotion

- NAMI request approval for a partnership with Catelli Brothers, Inc.
- NAMI requests approval for a partnership with Mosner Family Brands

State Promotions

- Washington State Beef Commission requests a partnership with AgriBeef Co/St. Helens Premium Angus Beef and Rosauers Supermarkets Inc/Super 1

Rich Brown moved and Bill King seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

Summer Business Meeting update

Sara Arp, CBB, provided a brief update on the upcoming Cattle Industry Convention/Summer Business Meeting. CBB Staff requests that all members please complete their travel, registration, and housing requests by June 1, 2021.

Officer/CEO Travel Report

Chair Norman Voyles Jr. reviewed a few of the upcoming Officer Travel dates with the Executive Committee. As a friendly reminder, all travel dates for CBB Officers, Staff and Checkoff Contractors can be located in each issue of the *Beef Brief* which is sent out twice a month.

Legal Counsel Update

Wayne Watkinson, Legal Counsel, presented a brief legal update.

Other Business

Chair Norman Voyles Jr. noted the next Executive Committee conference call for June is to-be-determined, if there is no business to discuss then we will meet again in July.

Mr. Voyles also reminded the CBB Executive Committee that if they have not already been in contact with their new members they should try to do so on a regular basis. The goal is to help answer questions and encourage further leadership involvement.

Executive Session

The Committee went into Executive Session at 12:28 PM MT and adjourned into open session at 12:45 PM MT.

Adjourn

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