



Beef Promotion Operating Committee Conference Call Minutes

Thursday, May 13, 2021
11:00 AM – 12:00 PM MT
Zoom Virtual Meeting

DRAFT

Call to Order

Beef Promotion Operating Committee (BPOC) Chair Hugh Sanburg called the meeting to order at 11:01 AM MT and thanked all attendees for their time.

Members Present

Hugh Sanburg, Chair
Clay Burtrum
Gary Deering
Dan Hanrahan
Jeff Isenmann
Torri Lienemann
Bill McLaren
Clark Price
Jeff Rudolph
Norman Voyles Jr

Katie Brenny
Katie Cooper
David Hamilton
Brad Hastings
Chris Jeffcoat
Stacy McClintock
Brett Morris
Terry Quam
Jimmy Taylor.
Michael White

Guests/Staff Present

Sara Arp, CBB Staff
Susan Backus, FMPRE
Celeste Blackburn, CBB
Mandy Carr, NCBA
Trish Downton, CBB
Greg Hanes, CBB Staff
Nichole Hockenberry, Pennsylvania Beef Council
Amy Jones, Legal Counsel
Lauren Maehling, Arizona Beef Council
Daniel Meloy, AFBFA
Irv Petsch, CBB
Kahl Sesker, USDA
Chad Smith, CBB Staff
Marty Stingley, CBB
Kevin Thielen, Kansas Beef Council

Jesse Austin, USMEF
Brian Beierle, AFBFA
Rich Brown, CBB
Seth Denbow, CBB
Amber Elwood, Texas Beef Council
Jason Hitch, CBB
Todd Johnson, NCBA
Jeff Lutz, CBB Staff
Molly McAdams, Texas Beef Council
Sara Metzler, CBB Staff
Kathy Sautter, CBB
Bill Sessions, NAMI
Libby Stauder, CBB Staff
Kaitlyn Swope, NEBPI
Penny Zimmerman, 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.

Gary Deering. 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 April 8, 2021 minutes as email.

Clay Burtrum moved and Stacy McClintock seconded approval of the April 8, 2021 as emailed. Motion passed.

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.

FY 2022 Proposed Budget

Kathy Sautter, Chair, Budget and Audit Committee, presented the proposed program budget areas as recommended by the Budget and Audit Committee during a Zoom meeting held on Tuesday, May 11.

The amount of funds recommended to be used for authorization requests is \$37,706,400. The program budget also includes \$244,000 for evaluation, \$470,000 for program development, and \$200,000 for Checkoff Communications Resource.

The second page of the budget handout summarizes the funds available for program budget and requires action by the Beef Promotion Operating Committee.

Jeff Isenmann moved and Dave Hamilton seconded to recommend the proposed FY 2022 program budget to the Executive Committee. Motion passed.



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Contractor Update

Greg Hanes, CBB, noted that notification has been sent to potential contractors and also provided an update on the AR Planning Process and timeline for FY22. CBB Staff has been working towards moving the AR process to an online platform in which we hope to launch this summer. Staff has been working very hard to get this process implemented in hopes it streamlines application development for contractors and review for committee members.

Other Business

Beka Wall, CBB, provided an update on the Quarter 2 Evaluation Committee Reports.

Chair Hugh Sanburg noted future Beef Promotion Operating Committee meetings as follows: August 12, 2021 meeting in Nashville, TN, and September 8-10, 2021 meeting in Denver, CO.

Chris Jeffcoat, Federation, asked for clarification on the meeting scheduled for August 12, 2021 at the Cattle Industry Convention, as a different date had been discussed previously.

Clay Burtrum, Federation, added that all members should come to those meetings prepared and ready to discuss outcomes from Checkoff Program Committee Meetings. He also recommended that once the agenda for the September meeting is sent out to not book your return flights right at noon on the last day. The committee needs to have time so as not be rushed in making decisions.

The committee also discussed the Contractor Connection Webinar series and that all members should access the recordings on the CBB website via The Hub.

Adjourn

Jeff Isenmann moved, and Bill McLaren seconded to adjourn at 11:17 AM MT. Motion passed.