



Executive Committee Meeting Minutes

Friday, April 8, 2022
9:15 AM – 10:15 AM MT
Conference Call

DRAFT

Call to Order

Chair Jimmy Taylor called the meeting to order at 9:21 AM MT

Members Present

Jimmy Taylor, Chair
Andy Bishop
Rich Brown
Seth Denbow
Trish Dowton
Dave Hamilton

Steve Hobbs
Bill Lipscomb
Hugh Sanburg, Ex Officio
Bill Slovek
Steve Springer
Norman Voyles, Jr.

Guests/Staff Present

Lacey Heddlesten, USDA/AMS
Wayne Watkinson, Legal Counsel
Bill McLaren, CBB
Brad Hastings, Federation
Todd Johnson, NCBA
Travis Maddock, Federation

Greg Hanes, CBB
Sami Ichrist, CBB
Jeff Lutz, CBB
Sarah Metzler, CBB
Tom Novota, CBB
Chad Smith, CBB
Beka Wall, CBB

Quorum

Chair Jimmy Taylor asked Sami Ichrist to do a roll call and he declared a quorum was present to conduct business.

Agenda

Chair Jimmy Taylor asked for a motion to approve the agenda. Rich Brown moved, and Steve Springer seconded to approve the agenda. Motion passed.

Approval of Minutes: February 2, 2022

Chair Jimmy Taylor asked for a motion to approve the February 2, 2022, and March 8, 2022, meeting minutes. The February 2, 2022, minutes were changed to add Rich Brown's attendance by phone. Steve Springer motioned, and Rich Brown seconded to approve the February 2, 2022 as changed and the March 8, 2022 minutes as presented. Motion passed.

CEO Report

Greg Hanes, CEO, provided the following updates:

- CBB staff update: Mr. Hanes thanked staff for covering the staff shortages and announced that Davis Gidney has been hired to replace Libby Stauder as Checkoff Education Manager and will start early June.



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- The DC and MT lawsuits remain pending
 - CBB remains under FOIA
 - The CBB strategic plan is being reviewed by the CBB Staff and officers

Legal Update

Wayne Watkinson, Legal Counsel, gave a brief update that he is working with USDA on the DC case in addition to a compliance case with a packer.

Financial Report

Andy Bishop, CBB Secretary-Treasurer, presented the Beef Board's financial statements for the period ending February 2022. Andy reported that the Board's total assessment revenues for the first five months of FY 2022 were approximately \$906 thousand more than the total assessment revenues for the first five months of FY 2021. Andy also reported on the changes in certain CBB balance sheet items, program expenses, USDA, Supporting Services and Litigation and Administration expenses compared to the same time last year.

Beef Promotion Operating Committee Report

Norman Voyles, Jr., Chair of the Beef Promotion Operating Committee, reported that the Beef Promotion Operating Committee approved the FY23 Memorandum of Agreement & AR Form in the meeting that morning and asked if there was any discussion. Dave Hamilton asked how Contractor support of CBB is enforced. There was discussion and it was noted that this is now reported on the quarterly Evaluation reports. Norman Voyles, Jr. then moved, and Bill Slovek seconded to ratify the actions of the Beef Promotion Operating Committee. Motion passed.

Branded Partnership Guidelines

Beka Wall discussed the NY Beef Council Branded Partnership request with Sahlen's Meat Packing Co. and that the Executive Committee voted to approve the request via email in March.

Acknowledgement and Content Approval Guidelines

Sarah Metzler gave an overview of the changes to the Acknowledgement and Content Approval Guidelines. Dave Hamilton moved, and Norman Voyles, Jr. seconded to approve the Acknowledgement and Content Approval Guidelines. Motion passed.

Board Reapportionment

Chad Smith gave an overview of the process of the Board Reapportionment and the approval of any proposed changes.



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Status of State Marketing Plans & Status of State Audit Reports

Tom Novota reported that all QSBC annual financial reports that were due January 31, 2022 were received and reviewed, and all were in compliance with the Act & Order. All the QSBC marketing plans that were due by February 15, 2022 were received and reviewed, and all were in compliance with the Act & the Order. Mr. Novota also reported that he continues to work with USDA-AMS, Lacey Heddlesten, and her staff relative to the councils who have the MOU with the USDA.

Meetings

Chair, Jimmy Taylor reviewed the upcoming meeting dates.

Other Business

- Chair, Norman Voyles, Jr. requested that a mentor program be implemented assigning each new Board member to an EC member and that a call list be distributed to the EC Members with their assigned mentee.

Executive Session

Steve Hobbs moved, and Seth Denbow seconded to go into Executive Session at 10:06 AM MT. Chair Jimmy Taylor asked everyone to please leave the meeting except for EC members, Greg Hanes, Jeff Lutz, Tom Novota and Wayne Watkinson. There being no further business, Trish Downton moved, and Steve Springer seconded to exit Executive Session at 10:16 AM MT.

Adjourn

Steve Hobbs moved, and Bill Slovek seconded to adjourn the meeting at 10:16 AM MT.