



# Beef Promotion Operating Committee Meeting Minutes

Friday, April 8, 2022  
Embassy Suites – DIA, Denver CO  
8:00 AM – 9:00 AM MT

**DRAFT**

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## **Call to Order**

Beef Promotion Operating Committee Chair Norman Voyles, Jr. called the meeting to order at 8:02 a.m. on Friday, April 8, 2022, and thanked everyone for attending the meeting. Mr. Voyles asked Sami Ichrist to do a roll call of the committee members.

## **Members Present**

Norman Voyles, Jr., Chair  
Andy Bishop  
Katie Cooper  
Cheryl DeVuyst  
Jeff Isenmann  
Torri Lienemann  
Bill McLaren  
Ryan Moorhouse  
Jimmy Taylor  
Michael White

Brad Hastings, Vice Chair  
Dan Gattis  
Nancy Jackson, DVM  
Chris Jeffcoat  
Scott Lake  
Al Lyman  
Travis Maddock  
Kiley Martinell  
Jeff Rudolph

## **Members via phone**

Clark Price

## **Members Absent**

Jeff Isenmann  
Michael White

## **Guests/Staff Present**

Greg Hanes, CBB  
Sami Ichrist, CBB  
Jeff Lutz, CBB  
Sarah Metzler, CBB  
Chad Smith, CBB  
Beka Wall, CBB  
Rich Brown, CBB  
Seth Denbow, CBB  
Trish Dowton, CBB

Dave Hamilton, CBB  
Lacey Heddlesten, USDA-AMS  
Steve Hobbs, CBB  
Todd Johnson, NCBA  
Bill Lipscomb, CBB  
Hugh Sanburg, CBB  
Bill Slovek, CBB  
Steve Springer, CBB  
Wayne Watkinson, Legal Counsel

## **Establish a Quorum**

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



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### **Approve Agenda**

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

Brad Hastings moved, and Bill McLaren seconded to approve the agenda as emailed. Motion passed.

### **Approve Minutes for September 9-10, 2021 and September 22, 2021**

Chair, Norman Voyles, Jr. asked for a motion and second to approve the minutes as emailed or amended. The following amendment to the September 9-10, 2021 minutes was made to page 10, 4<sup>th</sup> action item from the bottom as follows: a clerical edit was made to the last two words of the action item to state "Motion failed" and not "Motion dies."

Jimmy Taylor moved, and Chris Jeffcoat seconded to approve the September 9-10, 2021 as amended and the September 22, 2021 minutes as emailed. Motion passed.

### **Committee Roles and Responsibilities**

CEO, Greg Hanes gave an overview of the Committee Roles & Responsibilities. Dan Gattis and Cheryl DeVuyst brought up discussion on the following, which would aid the BPOC in their funding decisions:

- Information sharing between BPOC and Contractors, prior to funding decisions
- Contractors bringing realistic proposal and being prepared to realistically identify how their ARs will be impacted by potential cuts

### **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.

### **Checkoff Evaluation Committee Update**

Cheryl DeVuyst gave a Checkoff Evaluation update on the following:

- FY2021 Annual Evaluation of Beef Checkoff Programs report was approved by the committee at the meeting in February.
- FY22 External Program Reviews are ongoing, and a final report will be delivered to the committee at the Summer Business Meeting.
- The Checkoff Evaluation Committee is interested in learning how it can serve as a resource for QSBCs in their program evaluation efforts. A webinar is scheduled for April 27 to begin this conversation.
- They FY22 third quarter review is due on July 15.



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- To enhance producer feedback on program evaluation, the quarterly quick guide will be made available to Checkoff Program Committee members at the Summer Business Meeting.

## **Amended Authorization Requests and Action on Requests**

CEO, Greg Hanes reviewed clerical errors for FY22 ARs as well as requests for no-cost amendments to the following ARs:

- CBB AR # 2250-PC
- NCBA AR # 1911-R
- NCBA AR # 2132 II

There being no discussion on these requests, Norman Voyles, Jr. called for a motion and a second to approve, 2250-PC, 1911-R, and 2132-II amendments. Chris Jeffcoat moved, and Al Lyman seconded to approve the amendments. Motion passed.

## **Presentation of Proposed FY2023 Memorandum of Agreement & AR Format**

CFO, Jeff Lutz reviewed the proposed FY2023 Memorandum of Agreement and AR Format as printed in the BPOC orientation handbook. Following discussion, Chair Norman Voyles, Jr., asked for a motion and a second to approve the FY2023 MOA and FY23 AR Format as presented. Dan Gattis moved, and Jimmy Taylor seconded. Motion passed.

## **Other Business**

- Chair Norman Voyles, Jr. reviewed the upcoming BPOC meeting dates.
- CEO, Greg Hanes asked committee members if they would like more contact with contractors and/or additional BPOC meetings prior to the September meeting. Several ideas were discussed, including more regular BPOC calls to review status of AR spending. Mr. Hanes stated the joint officer team would collaborate on putting together some proposals for the committee to consider.

## **Adjourn**

There being no further business, Brad Hastings moved, and Bill McLaren seconded to adjourn the meeting at 9:19 AM MT.