



Executive Committee Meeting Minutes

Thursday, June 16, 2022

11:00 AM – 1:00 PM MT

Conference Call

DRAFT

Call to Order

Chair Jimmy Taylor called the meeting to order at 11:01 AM on Thursday, June 16, 2022, and thanked everyone for attending. Mr. Taylor asked Sami Ichrist to do roll call of the committee members.

Members Present

Jimmy Taylor, Chair
Rich Brown
Trish Downton
Steve Hobbs
Bill Lipscomb

Bill Slovek
Steve Springer
Norman Voyles, Jr.

Members Absent

Hugh Sanburg, Ex Officio
Andy Bishop
Seth Denbow
Dave Hamilton

Guests/Staff Present

Lacey Heddlesten, USDA/AMS
Wayne Watkinson, Legal Counsel

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

Quorum

Chair Jimmy Taylor declared a quorum was present to conduct business and asked CEO, Greg Hanes to welcome guests and staff.

Agenda

Chair Jimmy Taylor asked for a motion to approve the agenda as emailed. Norman Voyles, Jr. motioned, and Steve Hobbs seconded to approve the agenda as emailed. Motion passed.

Approve Minutes of the May 12, 2022, Meeting

Chair Jimmy Taylor asked for a motion to approve the minutes of the May 12, 2022, meeting as emailed or amended. Steve Springer motioned, and Bill Lipscomb seconded to approve the minutes of the May 12, 2022, meeting as emailed. Motion passed.



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Branded Partnership Guidelines

Beka Wall discussed the following Branded Partnership request, which was previously voted on and approved by the Committee via email on 6/7. The partnership will take place on 6/17-6/19.

- **State Promotions**
 - Washington State Beef Commission requests approval for a partnership with Double R Ranch (an AB Foods brand).

CBB Strategic Plan

CEO, Greg Hanes reviewed the CBB Strategic Plan created by David Rockland of Rockland Dutton Research & Consulting based on interviews with Checkoff leadership, committee members, QSBCs, contractors, industry experts, and CBB Staff.

The following three changes were discussed and voted on by the Committee to recommend to the Board in Reno:

- 1) Under Mission: strike the words “drive inelastic” and add the word “grow”
- 2) Under Industry Services: add comma and add the two words “young producers” right after volunteer leaders in the last bullet point.
- 3) Under Checkoff Management: Change the last bullet point to read “Seek additional outside resources and organizations to drive beef demand for the industry while strengthening the beef industry’s long-term position in the marketplace.”

Trish Downton moved, and Bill Lipscomb seconded to approve and recommend these changes to the Board. Motion passes

Officer/CEO Travel Report

Chair Jimmy Taylor reported on a recent trip to Indiana with Greg Hanes, Norman Voyles, Jr., and Sarah Metzler where they toured veal operations and attended the Livestock Marketing Association (LMA) Annual Convention where they gave an hour and half presentation on the Beef Checkoff with a Q&A session. Norm commented that it was beneficial to participate in the LMA panel session because they were able to address attendee’s questions and concerns about the program. Greg commented that the producers were appreciative that the CBB Officers were willing to come and participate in the panel discussion. Sarah Metzler noted that CBB interaction with LMA will continue beyond this convention, which will include visiting various livestock auction markets in the coming months. Greg also discussed questions they received regarding the importer Checkoff assessments.

Greg Hanes reported that he will be attending a meeting in D.C. the week of June 20 regarding diversity on Checkoff Boards. He will also be attending a meeting in July as a member of USAEDC, which will focus on export programs. All members will attend the Summer Business Meeting in Reno at the end of July. Chair Jimmy Taylor concluded with a brief report on the Officer’s attendance of the USMEF Spring Conference in San Antonio.



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Other Business

- Greg reminded the Committee to call their CBB members and mentees and be prepared to give feedback on their calls at the EC Meeting during the Summer Business Meeting in Reno. Rich Brown gave a brief report on his recent calls. Steve Hobbs would like an update at the Summer Business Meeting in Reno regarding funds being held back.
- Jeff Lutz gave a review of the AMS Management Review in progress at the CBB office and outlined what the review entails. AMS-USDA, Lacey Heddlesten added that it has been a pleasure working with the CBB staff and that everyone was prepared and great to work with. Jeff Lutz concluded that a final report will be given to the EC at the Summer Business Meeting in Reno.
- Chair Jimmy Taylor gave a reminder of the upcoming Summer Business Meeting is July 26-28, 2022, in Reno and the EC meeting that is scheduled on Tuesday, July 26 from 5:00 PM – 6:30 PM (PT).

Adjourn

There being no further business Steve Hobbs moved, and Trish Dowton seconded to adjourn the meeting at 12:07 PM MT.