



Executive Committee Meeting Minutes

Wednesday, February 1, 2023

5:00 – 6:30 PM CT

Ernest N. Morial Convention Center, New Orleans, LA
Room 224

DRAFT

Call to Order

Chair Jimmy Taylor called the meeting to order at 5:00 PM on Wednesday, February 1, 2023, and thanked everyone for attending. Mr. Taylor asked Sami Ichrist to do roll call of the committee members.

Members Present

Jimmy Taylor, Chair
Andy Bishop
Rich Brown
Trish Downton
Dave Hamilton
Steve Hobbs

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

Members Absent

Seth Denbow

Staff

Sara Arp, CBB
Davis Gidney, CBB
Greg, Hanes, CBB
Sami Ichrist, CBB
Jeff Lutz, CBB

Sarah Metzler
Tom Novota, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests

Kinley Hartman, USDA/AMS
Lacey Heddlesten, USDA/AMS
Mike Holden, CBB
Larry Kendig, CBB
Angie Meyer, CBB

Julie Anna Potts, NAMI
Maribel Reyna, USDA/AMS
Tucker Shaw, CBB
Scott Stebner, KSBC
Wayne Watkinson, Legal Counsel

Quorum

Chair Jimmy Taylor declared a quorum was present to conduct business.



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Agenda

Chair Jimmy Taylor asked for a motion to approve the agenda as emailed. Steve Hobbs moved, and Trish Downton seconded to approve the agenda as emailed. Motion passed.

Approve Minutes of the January 4, 2023, Meeting

Chair Jimmy Taylor asked for a motion to approve the January 4, 2023, meeting minutes as emailed. Trish Downton moved, and Steve Springer seconded to approve the minutes as emailed. Motion passed.

CEO Update

CEO Greg Hanes reported the following:

- The new CBB Member appointments were received from the USDA.
- The new CBB Member, Beef Promotion Operating Committee and Executive Committee orientation will be held in April in Denver.
- An updated Board handbook will be distributed to all Board members.
- The CBB Strategic Plan is in progress and tracking is being finalized. A report will be given at the next CBB meeting.
- The USDA performed their management review last year and there were no findings. He thanked the staff for their assistance with the review.
- CBB also received their annual audit performed by CliftonAllenLarson and there were no findings.
- CBB has held back some revenue for future years.
- Sarah Metzler's mail-in survey and Producer Attitude Survey have been completed.
- Beka Wall was asked to give a brief Evaluation Committee report.
- Davis Gidney was asked to give an update on the training modules she has been working on.
- The 2023 Visionary Award nominations will be opening mid-February and close April 1st.

Legal Update

Legal Counsel Wayne Watkinson reported the following:

- The Washington DC (Administrative Procedures Act) case is ongoing with discovery extended into March.



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Financial Report

Secretary-Treasurer Andy Bishop gave a financial report and CFO, Jeff Lutz, gave a report on collections and the revenue that has been held back for future years.

Nominating Committee Report

Nominating Committee Chair Angie Meyer acknowledged the CBB Members who served with her on the Nominating Committee. Ms. Meyer then presented her report from the nominating committee's interviews for elected positions and the slate of nominees as recommended for Cattlemen's Beef Board approval by the committee as follows:

CBB Officers

Chair – Jimmy Taylor, OK
Vice Chair – Andy Bishop, KY
Secretary-Treasurer – Ryan Moorhouse, TX

CBB Executive Committee

Seth Denbow, Weatherford, TX
Mary Graner, Huff, ND
Ross Havens, Wiotia, IA
Steve Hobbs, Great Falls, MT
Bill Lipscomb, Prattville, AL
Bill Slovek, Philip, SD
Steve Springer, Linden, WI
Tammy Wiedenbeck, Lancaster, WI

CBB Beef Promotion Operating Committee

Katie Cooper, Willow Creek, MT
Cheryl DeVuyst, Morrison, OK
Trish Dowton, Ellis, ID
Dave Hamilton, Thedford, NE
Jason Hitch, Guymon, OK
Jeff Isenmann, Rochester, MI
Michael White, Vernon, TX

Travel Update

CEO Greg Hanes reported CBB Officers and/or staff have attended the following:

- AFBF Annual Convention in Puerto Rico
- NAMI Executive Board Meeting in Florida

CBB will also have representatives attending the following over the next couple months:

- Beef. It's What's For Dinner. 300
- 2023 TSCRA Convention & Expo



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Branded Partnerships

There are no branded partnerships that require committee action.

QSBC marketing Plans & Audit Reports

CBB Financial Compliance Manager Tom Novota reported the following:

- All annual reports were received with the exception of two which requested extensions.
- All Marketing Plans & Audits were received.
- Maryland State Beef Council closed permanently as of December 2022 and CBB Director of Collections Compliance Chad Smith will take over those collections.

Discuss Executive Committee & Mentor Calls to CBB Members

Each Executive Committee member gave a report on the mentor calls to their assigned Board members. They all received positive feedback regarding the Beef Checkoff.

Affirm Immediate Past Chair's Service

CBB Legal Counsel Wayne Watkinson explained the affirmation process and the following action was taken: Steve Springer moved, and Bill Slovek seconded to affirm Norman Voyles, Jr.'s service as CBB Immediate Past Chair. Motion passed.

Other Business

Chair Jimmy Taylor discussed the following:

- The next Executive Committee Meeting will be held on Tuesday, March 14, 2023, at 11:00 AM MT via conference call.
- Executive Committee, Beef Promotion Operating Committee, and new Member Orientation/Meetings: April 4-6, 2023, in Denver, CO
- Executive Committee Member Rich Brown is terming off the Beef Board.

Executive Session

Chair Jimmy Taylor called the committee into Executive Session at 6:09 PM CT and asked all to leave except committee members, Wayne Watkinson, Greg Hanes, Sarah Metzler and Tom Novota. Steve Hobbs moved, and Bill Lipscomb seconded to enter into Executive Session.

Adjourn

Bill Slovek moved, and Steve Hobbs seconded to adjourn the meeting at 6:30 PM CT.