



Cattlemen's Beef Promotion and Research Board Meeting Minutes

Thursday, February 3, 2023

9:00 – 11:00 AM CT

Ernest N. Morial Convention Center, New Orleans, LA

Room R08-R09

DRAFT

Call to Order

Chair Norman Voyles, Jr. called the 73rd meeting of the Cattlemen's Beef Promotion and Research Board to order at 9:02 AM CT.

Welcome & Guests

Chair, Norman Voyles, Jr. introduced fellow officers, Vice Chair, Jimmy Taylor, Secretary-Treasurer, Andy Bishop, Immediate Past Chair, Hugh Sanburg, CBB CEO, Greg Hanes, Legal Counsel, Wayne Watkinson of Watkinson & Miller and special guests - USDA-AMS, Lacey Heddlesten, Kinley Hartman and Maribel Reyna as well as Vice Chair of Federation of State Beef Councils, Clark Price. He also acknowledged that media member, Brian Baxter, was present. Mr. Voyles then welcomed the Beef Board and thanked them for their continued dedication and hard work on behalf of the Beef Checkoff and for their participation in this meeting.

Establish a Quorum

Wayne Watkinson, Legal Counsel, declared a quorum was present to do business.

Agenda

Kathy Sautter moved, and Shane Wiseman seconded to approve the agenda as emailed. Motion passed.

Minutes

Dave Hamilton moved, and Turk Stovall seconded to approve the Board meeting minutes from the July 27, 2022, and September 23, 2022, meetings. Motion passed.

USDA Remarks

Under Secretary, Jenny Moffitt gave her remarks on the following:

- USDA's Beef Board member selection process
- USDA's goals to better support all agriculture.

Legal Update

Wayne Watkinson, Legal Counsel, gave a brief legal update on the following:

- The Administrative Case with USDA remains in progress.
- There is currently no litigation against the Beef Checkoff



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CEO Report

CEO, Greg Hanes, report included the following:

- Thank you to partners, contractors, Beef Board and USDA.
- Transitioning CBB Officers
- Introduced CBB Staff
- Collections and revenues held back in reserve for future years.
- CBB Strategic Plan and tracking underway.
- New Board Member appointments by USDA were received. Orientation will be held in April in Denver, CO and updated CBB Handbooks will be distributed at that time.
- Visionary Award Nominations open mid-February and will close April 1st.

Business Meeting

a. CBB Executive Committee Report and Approval of Executive Committee Minutes

Vice Chair, Jimmy Taylor, gave his Executive Committee meeting update. He then moved for the for the Board to ratify the following CBB Executive Committee Minutes:

- November 21, 2022
- December 8, 2022
- January 4, 2023

Chair, Norman Voyles, Jr. asked for a second. Brian Malaer seconded to ratify the Executive Committee Minutes for the aforementioned meetings. Board voted. Motion passed.

b. Budget & Audit Report

- Secretary-Treasurer, Andy Bishop, presented the Cattlemen's Beef Board audit results for fiscal year 2022 as conducted by CliftonLarsonAllen.

c. Approve audited FY 2022 Financial Statements

- Secretary-Treasurer, Andy Bishop, moved to approve the FY 2022 audited financial statements and that CliftonLarsonAllen be retained as CBB audit firm for FY2023. John Ferry seconded. Board voted. Motion passed.

d. Financial Report

- Secretary-Treasurer, Andy Bishop, presented the financial report.

e. Checkoff Program Committee Reports

- Co-Chairs of the Checkoff Program Committees and the Co-Chair of the Evaluation Committee gave their committee reports.



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f. **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

Chair Remarks and Passing of the Gavel

Chair Norman Voyles, Jr. gave his farewell remarks and called up new Chair, Jimmy Taylor, and passed the gavel.

Comments from Newly Elected Chair

Chair, Jimmy Taylor gave his acceptance remarks.

Other CBB Business

No other CBB Business was needed.



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Executive Session

No Executive Session was needed.

Adjournment

There being no further business, Steve Hobbs moved, and Bill McLaren seconded to adjourn the meeting at 10:32 AM CT.