



Executive Committee Meeting Minutes

Tuesday, March 14, 2023

12:00 PM – 1:00 PM MT

Conference Call

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 12:00 PM on Tuesday, March 14, 2023, and thanked everyone for attending. Mr. Bishop asked Sami Ichrist to do roll call of the committee members.

Members Present

Andy Bishop, Chair
Seth Denbow
Ross Havens
Steve Hobbs
Bill Lipscomb

Ryan Moorhouse
Bill Slovek
Steve Springer
Jimmy Taylor
Norman Voyles, Jr.
Tammy Wiedenbeck

Members Absent

Mary Graner

Staff

Sara Arp, CBB
Davis Gidney, CBB
Greg, Hanes, CBB

Sami Ichrist, CBB
Jeff Lutz, CBB
Sarah Metzler, CBB

Guests

Kinley Hartman, USDA/AMS
Lis Kidder, Legal Counsel

Quorum

Chair Andy Bishop declared a quorum was present to conduct business.

Agenda

Chair Andy Bishop called for a motion to amend the agenda by removing agenda #7 Financial Report as financial reports are given at in-person meetings only. Steve Hobbs moved, and Seth Denbow seconded to amend the agenda. Motion passed. Steve Springer moved, and Steve Hobbs seconded to approve the amended agenda. Motion passed.

Approve Minutes of the February 1, 2023, Meeting

Chair Andy Bishop asked for a motion to approve the February 1, 2023, meeting minutes as emailed. Steve Hobbs moved, and Bill Lipscomb seconded to approve the minutes as emailed. Motion passed.



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CEO Update

CEO Greg Hanes reported the following:

- CBB Officer Orientation was held at the CBB offices.
- CBB invited new QSBC Executive Directors & Staff to the CBB offices for an afternoon Checkoff orientation while they were in Denver attending an NCBA orientation.
- Monthly update call with QSBC Executive Directors and staff.
- New Member Orientation is scheduled for April 5-6 and each new member will be emailed links to take an Insights Profile online prior to orientation. The Beef Promotion Operating Committee and Executive Committee Training is scheduled for April 6-7.
- Davis Gidney has completed these two training modules:
 - Module #1: History of the Checkoff
 - Module #2: Following the Checkoff Dollar
- Summer Business Meeting planning is underway.
- February and March FOIA's remain pending. Legal Counsel Lis Kidder commented that the reporters of the March FOIA request have been directed to the AR's on the CBB website to fulfill their request.

Legal Update

Legal Counsel, Lis Kidder, reported the following:

- The Washington DC (Administrative Procedures Act) case is ongoing with discovery extended to March 17, 2023.

Travel Update

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

- Beef. It's What's For Dinner. 300.
- CBB Officer Orientation.
- Oregon Beef Council/Cattlemen's/Dairy Meetings.
- Georgia Cattlemen's Convention.
- Animal AgTech Innovation Summit.

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

- QSBC Orientation.
- 2023 TSCRA Convention & Expo.
- AMS Cattle & Carcass Training @ CSU.
- USMEF UES Meetings in Denver.

Annual Convention Survey Results

Director of Operations Sara Arp reported the results of the annual convention survey.



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Committee Appointments

CBB Chair Jimmy Taylor announced committee appointments to replace members who termed out as follows:

- Budget & Audit Committee
 - Chair, Seth Denbow, TX
 - Vice Chair, Jason Hitch, OK
 - Dave Hamilton, NE
 - VeaBea Thomas, SD

- CBB Members of the Checkoff Evaluation Committee
 - Bilynn Johnson, TX
 - Debbie Gill, TX

- Checkoff Program Committees (Ex-Officio Seats held by State Beef Council Executives)
 - George Quackenbush, Michigan Beef Industry Commission
 - Ann Wittman, Wyoming Beef Council

Branded Partnerships

Director of Operations Sara Arp presented the following branded partnerships to be ratified and/or approved as follows:

- National Promotions
 - U.S. Meat Export Federation – JBS 1855 (ARMS #021623-13)

 - NAMI/NYBC - Marcho Farms – (ARMS #030223-16)

Bill Lipscomb moved, and Ryan Moorhouse seconded to ratify the branded partnership, U.S. Meat Export Federation – JBS 1855, which was approved by the Executive Committee via email on February 23, 2023 and to approve the branded partnership, NAMI/NYBC - Marcho Farms. Motion passed.

Discuss Executive Committee Mentor Calls to new CBB Members

CEO Greg Hanes reviewed the EC call process to new members with the committee and encouraged them to call their assigned new members ahead of the April 5-6 orientation.



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Other Business

Chair Andy Bishop discussed the following:

- Next Executive Committee Meeting
 - Friday, April 7, 2023 @ 8:30 AM MT, Embassy Suites DIA
 - Ahead of the meeting there will be training with both the CBB Executive Committee and Beef Promotion Operating Committee.
- Generative Discussion
 - Greg Hanes explained what generative discussion is and said we may do this on some EC calls.

Executive Session

The committee entered Executive Session at 12:49 PM MT.

Adjourn

Steve Springer moved, and Seth Denbow seconded to adjourn at 1:00 PM MT.