



Beef Promotion Operating Committee Minutes

Thursday, May 11, 2023
11:00 AM – 12:00 PM MT
Conference Call

DRAFT

Call to Order

Chair Jimmy Taylor called the meeting to order at 11:02 AM MT and thanked all attendees for their time. Mr. Taylor asked Sami Ichrist to call roll of the committee members.

Members Present

Jimmy Taylor, Chair
Andy Bishop
Katie Cooper
Cheryl DeVuyst
Trish Dowton
Dave Hamilton
Jason Hitch
Jeff Isenmann
Ryan Moorhouse
Michael White

Clark Price, Vice Chair
Larry Barthle
Jenni Birker
Barb Downey
Nancy Jackson
Scott Lake
Al Lyman
Travis Maddock

Members Absent

Dan Gattis
Chris Jeffcoat

Guests/Staff Present

Lis Kidder, Legal Counsel
Kinley Hartman, USDA-AMS
Sara Arp, CBB Staff
Seth Denbow, CBB
Davis Gidney, CBB Staff
Greg Hanes, CBB Staff
Steve Hobbs, CBB

Sami Ichrist, CBB Staff
Jeff Lutz, CBB Staff
Bill Slovek, CBB
Chad Smith, CBB Staff
Beka Wall, CBB Staff
Todd Johnson, Federation Staff
Norman Voyles, Jr. CBB Immediate Past Chair

Establish a Quorum

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

Approve Agenda

Chair Jimmy Taylor asked for a motion and second to approve the agenda as emailed or amended.

Jason Hitch moved and Clark Price seconded to approve the meeting agenda as emailed. Motion passed.



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Approve Minutes

Chair Jimmy Taylor asked for a motion and second to approve the April 7, 2023, minutes as emailed.

Trish Dowton moved, and Ryan Moorhouse seconded to approve the September 7-8, 2022, minutes as emailed. Motion passed.

Revenue Projection Update for FY 2023

Chad Smith gave an update on the projected revenues for FY 2023. He noted that CBB FY 2023 revenues based on the projections are on track to meet the FY 2023 budget.

FY 2024 Proposed Budget

Budget and Audit Committee Chair Seth Denbow provided a report on the FY 2024 recommended budget. Mr. Denbow noted that the Budget & Audit Committee met on May 9th and developed a FY 2024 Budget. The Committee recommended a total budget of \$40,400,500 for FY 2024. The total recommended Program Budget was \$37,355,475 and was comprised of the following: total Authorization requests of \$36,244,975, Evaluation Budget of \$270,000, Program Development Budget of \$640,000, and Checkoff Communications Resource Budget of \$200,000.

Jeff Isenmann moved, and Jason Hitch seconded to recommend the FY 2024 proposed budget to the Executive Committee. Motion passed.

Other Business

- FY 2023 and Older AR Update

CBB CFO Jeff Lutz gave an update on the Contractor spending against their FY 2023 Authorization Request's. Mr. Lutz reported no issues regarding Contractors exceeding their budgets at the tactic level within their Authorization Request. Mr. Lutz also noted that he will follow up with the committee during the September Beef Promotion Operating Committee meeting and will update the committee on the FY 2023 Authorization Requests. The committee can decide if the budget threshold at the tactic level outlined in the FY 2024 Memorandum of Agreement needs to be adjusted.

- Chair Jimmy Taylor reviewed the following Beef Promotion Operating Committee Meetings:
 - July 24-26, 2023 – 2023 Cattle Industry Summer Business Meeting in San Diego, CA
 - Wednesday, July 26 – BPOC Working Session 2:30p – 3:30p after the Checkoff Program Committee meetings.
 - August Sneak-Peek Webinars to be held every Thursday after Summer Business Meeting.
 - September 6-7, 2023 – AR Funding meeting in Denver, CO
 - October 19, 2023 - Final Version FY 2024 AR's



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Adjourn

Jason Hitch moved, and Andy Bishop seconded to adjourn the meeting at 11:32 AM MT. Motion passed.