



Executive Committee Meeting Minutes

Thursday, May 11, 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 MT on Thursday, May 11, 2023, and thanked everyone for attending. Mr. Bishop asked Sami Ichrist to call roll of the committee members.

Members Present

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

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

Staff

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

Jeff Lutz, CBB
Tom Novota, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests

Lis Kidder, Legal Counsel
Kinley Hartman, USDA-AMS

Quorum

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

Agenda

Chair Andy Bishop called for a motion to approve the agenda as emailed. Seth Denbow moved, and Steve Hobbs seconded to approve the agenda as emailed. Motion passed.

Approve Minutes of the April 7, 2023, Meeting

Chair Andy Bishop asked for a motion to approve the April 7, 2023, meeting minutes as emailed. Bill Lipscomb moved, and Steve Hobbs seconded to approve the minutes as emailed. Motion passed.

CEO/Travel Update

CEO Greg Hanes gave an update on the following:

- Summer Business Meeting preparation is underway.



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- Travel Reports: CBB Officers and/or staff have attended the following:
 - Veal Summit – virtual meeting April 18, 2023
 - Washington, DC - Officers Greg, Jimmy & Andy traveled to DC for a series of meetings and met with USDA and various contractors. They also made some visits with Congressional reps from OK, KY and UT to talk about the Beef Checkoff, answer questions, and clear up misconceptions about the Beef Checkoff.
 - CRCEO Meeting - Greg gave an update on the CRCEO meeting.
 - Upcoming Travel: CBB will also have representatives attending the following over the next couple months:
 - AMEC Global Summit on Measure & Evaluation in Miami, FL
 - USMEF Spring Conference – Minneapolis, MN
 - National Pork Board Meeting – Des Moines, IA
 - LMA Annual Convention - Punta Gorda, FL
 - ASAE CEO Symposium – Washington, DC
 - FMPRE Board Meeting - Virtual

Revenue Projection Update for FY 2023

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

Beef Promotion Operating Committee Report

BPOC Chair Jimmy Taylor provided a report on the FY 2024 recommended budget. Mr. Taylor noted that the Budget & Audit Committee recommended a total budget of \$40,400,500 for fiscal year 2024. The recommended budget 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. In addition, the Budget & Audit Committee recommended USDA Oversight Budget of \$550,000, Supporting Services & Litigation Budget of \$270,000, State Services Budget of \$205,000, and Administration Budget of \$2,020,025. Mr. Taylor also noted that during the Beef Promotion Operating Committee call held earlier in the day, the Committee approved and recommended the Program Budget of \$37,355,475. Steve Hobbs moved, and Steve Springer seconded to approve the budget for FY 2024 as recommended by the Beef Promotion Operating Committee. Motion passed.

Branded Partnerships

Beka Wall reported on the following retro-active Branded Partnership, which was conditionally approved by CBB and USDA:

- National Promotions
 - MICA/NEBPI & Pineland Farms – (ARMS #042623-26)

There was discussion regarding the timeliness of Branded Partnership requests. Beka Wall stated that CBB does its best to work with Contractors when Branded Partnership opportunities arise in close proximity to an event date and will continue to work with Contractors to submit requests in a timely



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manner. Ryan Moorhouse moved, and Seth Denbow seconded to approve the branded partnership, MICA/NEBPI & Pineland Farms. Motion passed.

Summer Business Meeting Update

Sara Arp stated that the Summer Business Meeting registration, hotel, and travel communication will be emailed to the full Board on May 22, 2023, and the schedule is currently posted on the CBB website.

Other Business

Chair Andy Bishop discussed the following:

- Next Executive Committee Meeting
 - June 20, 2023 @ 11:00 AM MT, Conference Call

Executive Session

Steve Hobbs moved, and Bill Lipscomb seconded to enter Executive Session at 12:43 PM MT.

Adjourn

Steve Hobbs moved, and Ross Havens seconded to adjourn at 1:17 PM MT.

Respectfully submitted by:

Ryan Moorhouse, Secretary – Treasurer

Date

Approved by:

Andy Bishop, Chair

Date