



Executive Committee Meeting Minutes

Monday, July 24, 2023

3:00 PM – 4:30 PM PT

Hyatt Manchester Hotel, San Diego, CA

Cortez Hill

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 3:01 PM PT on Monday, July 24, 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
Bill Lipscomb

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

Members Absent

Steve Hobbs
Ryan Moorhouse

Staff

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

Jeff Lutz, CBB
Sarah Metzler, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests

Wayne Watkinson, Legal Counsel
Kinley Hartman, USDA-AMS
Jeana Harbison, USDA-AMS
Chuck Coffee
Mark Goes
Dave Hamilton

Jason Hitch
Dan Holstrom
DeAnne Maples
Jean Parton
Mark Sustaire

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. Bill Lipscomb moved, and Seth Denbow seconded to approve the agenda as emailed. Motion passed.



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Approve Minutes of the June 20, 2023, Meeting

Chair Andy Bishop asked for a motion to approve the June 20, 2023, meeting minutes as emailed. Steve Springer moved, and Tammy Wiedenbeck seconded to approve the minutes as emailed. Motion passed.

CEO Update

CEO Greg Hanes gave an update on the following:

- Board member update – Kristina McGee, TN, retired and Gary Daniel was appointed as replacement to finish her term.
- Steve Sothmann resigned, and he will be replaced in December via the normal appointment process.
- Parallel Checkoff discussion by various groups is in progress.
- Reapportionment: In the proposed rule, USDA did not include CBB's request that Wisconsin be allowed to keep a seat due to cattle inventory numbers being within the margin of error. As a result, CBB and other organizations sent comments, which are being reviewed by USDA. It is expected the final rule will be released by the end of the month.
- CBB is working to orient several new QSBC Executives.
- CBB staff have been very busy and have done a great job preparing for these Summer Business Meetings.
- CBB staff have been assigned to the pillars of the CBB Strategic Plan and are tracking their progress. A short summary will be presented in the Board meeting this week.

Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- The Washington D.C. Administrative Procedures Act case remains pending.

FY 2024 CBB Detailed Administration Budget

CFO Jeff Lutz presented the FY 2024 Detailed Administration Budget. Bill Slovek moved, and Mary Graner seconded to approve the FY 2024 Detailed Administration Budget. Motion passed.

Financial Report – FY 2023 June Financials

CFO Jeff Lutz gave the FY 2023 June Financials report.

FY 2024 Checkoff Committee Coordination and Administrative Service Agreements

Sara Arp gave a brief outline of the Checkoff Committee Coordination and Administrative Service Agreements and stated the only changes were to the dates of the agreements. Seth Denbow moved, and Bill Lipscomb seconded to approve both agreements. Motion passed.



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Travel Update

CEO Greg Hanes gave the following travel updates:

- CBB Officers and/or staff have attended the following:
 - 6/22: FMPRE Board Meeting – Virtual
 - 6/22-6/25: Wisconsin Beef Council Checkoff Academy
 - 6/27-6/30: South Dakota Beef Council Checkoff Academy
 - 7/9-7/11: USCA Summer Business Meeting – Reno, NV
 - 7/12-7/13: Latin American Product Showcase – Cartagena, Columbia
- CBB will also have representatives attending the following:
 - 8/10-8/12: National Institute for Animal Agriculture, CDC Engagement – Atlanta, GA
 - 8/16-8/19: LMA Leadership & Livestock Marketing Seminar – Kansas City, MO
 - 8/28-8/30: USMEF ABC and EC Summer Meeting – Denver, CO
 - 9/6-9/7: BPOC and CBB EC Meeting – Denver, CO

Branded Partnerships

Chair Andy Bishop presented USMEF's branded partnership request for the Branded Beef Showcase in Japan and noted that the committee approved this same request in FY22. Jimmy Taylor moved, and Ross Havens seconded to approve the request. Motion passed.

- National Promotions
 - USMEF: ARMS #062623-11

Status of QSBC Audit Reports and Marketing Plans

CFO Jeff Lutz reported that all annual audit reports due April 30, 2023, were received, reviewed, and approved in compliance with the Act and Order. Further, all marketing plans due February 15, 2023, were received, reviewed, and approved in compliance with the Act and Order.

Feedback from Executive Committee Calls to CBB Members

Each Executive Committee member gave feedback on their calls to CBB members.

Oher Business

Chair Andy Bishop called on CBB staff to report on the following:

- Chad Smith reviewed the re-apportionment process and reported that the Board had approved a plan for Wisconsin to stay steady, Idaho to gain a seat, and Montana & Pennsylvania to each lose a seat. However, USDA's proposed rule has Wisconsin losing a seat, instead of staying steady. We are now waiting for the final rule from USDA which may incorporate feedback from CBB and others. USDA Jeana Harbison also interjected that it is advised that these states have Board nominees in place in case they are approved to keep the seats based on the reapportionment outcome.



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- CFO Jeff Lutz gave a revenue update.
 - Next Executive Committee Meeting
 - September 7, 2023 (following the September 6-7, 2023, BPOC meeting).

Executive Session

Legal Counsel, Wayne Watkinson, stated there was no need for a motion to enter Executive Session since it was on the agenda. The committee entered Executive Session at 4:40 PM PT.

Adjourn

Bill Lipscomb moved, and Seth Denbow seconded to adjourn at 5:02 PM PT.