



Executive Committee Meeting Minutes

Tuesday, October 10, 2023

11:00 AM – 12:00 PM MT

Conference Call

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 11:01 AM MT on Tuesday, October 10, 2023, and thanked everyone for attending. Mr. Bishop asked Sara Arp 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 Present

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

Jeff Lutz, 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 Springer seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – September 7, 2023

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

CEO Update

CEO Greg Hanes gave an update on the following:

- Start of FY24 has been going well. Authorization Requests (ARs) and budgets have been approved by USDA. Work officially started on October 1st. He thanked Kinley Hartman for her partnership and work throughout this process.
- Announced the staff promotions of Sara Arp, Cheryl Conley, Sarah Metzler and Beka Wall. Discussed the departure of the Executive and Administrative Assistant. The plan is to assess the needs of staff with the goal of having a replacement and/or a new position hired by the end of the calendar year.



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- CBB is in the process of collaborating with other checkoff groups to commission a study identifying the impacts of Checkoff programs and how they may need to evolve in the future.
 - An RFP has been sent for the ROI study that is being conducted by the Checkoff Evaluation Committee.
 - A webinar will be hosted on October 24th with Agralytica, focusing on “Results-Oriented Management: A Planning and Evaluation Tool” to help states with planning.
 - CBB staff Beka Wall, Chad Smith and Davis Gidney have been working closely with QSBCs during this week’s Partnership in Action training with the Federation.
 - CBB Alumni Association under the leadership of Joan Ruskamp and Jimmy Maxey has developed guiding documents and plans to launch after the Cattle Industry Convention.
 - There are no new updates on FOIAs from last month’s meeting.
 - Staff are undergoing harassment training and additional training will be offered throughout the year on diversity and inclusion as well as other topics.
 - A reminder to be cautious with hacking/scams as we have recently been a target.

Legal Update

Legal Counsel Lis Kidder gave the following update:

- The Washington D.C. Administrative Procedures Act case remains pending.
- A motion for partial summary judgment was filed on September 15, 2023, opposition for summary judgment has until November 6, 2023, to be filed.
- The case will be fully briefed by January 25, 2024. The court will issue a ruling sometime after that, but Federal courts are very slow so it could take many months.

Checkoff Program Committee Leadership Update

CBB Chair Jimmy Taylor reported that Doc Walker will replace Nutrition & Health Committee Co-Chair, Angie Meyer, OK who has concluded her three-year term. He thanked Angie for her dedication and leadership to the Beef Checkoff. Doc’s first official meeting will be at the 2024 Cattle Industry Convention in Orlando.

Chair Andy Bishop announced that all the Checkoff Program Committee Co-Chairs will meet in December for the Checkoff Leadership Summit in Denver to receive training and conduct planning for the upcoming year.

Annual Convention Update

Sara Arp, Director of Operations reviewed the schedule and discussed changes for the 2024 Cattle Industry Convention. Registration and housing information was emailed to all members last week and she encouraged members to complete their travel and registration form by the deadline. She also gave a brief update that applications for elected positions will be sent out to the board later this week.

Beef Promotion Operating Committee Update

CBB Chair Jimmy Taylor asked for feedback and led discussion on last month’s Beef Promotion Operating Committee focusing on ways the process can be improved for the future.



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Travel Update

CEO Greg Hanes gave the following travel updates:

- CBB Officers and/or staff have attended the following:
 - **Sept. 9-16:** USMEF Heartland Team – Seoul, Korea & Tokyo, Japan
 - **Sept. 12-14:** NIAA Engagement with CDC Leaders, Farmers & Ranchers– Kentucky
 - **Sept. 18-20:** Washington Beef Commission Checkoff Academy – Washington
 - **Sept. 19-20:** CRCEO Fall Meeting – Washington, DC

- CBB will also have representatives attending the following:
 - **Oct. 11-13:** Partnerships in Action – Centennial, CO
 - **Nov. 6-7:** Meat Import Council Annual Meeting – Scottsdale, AZ
 - **Nov. 7-9:** 13th Annual NIAA Antibiotics Symposium – Atlanta, GA
 - **Nov. 7-10:** USMEF Strategic Planning Conference – New Orleans, LA
 - **Nov. 13-15:** USAEDC Annual Workshop – Baltimore, MD
 - **Nov. 15-16:** NAFB Trade Talk – Kansas City, MO
 - **Nov. 28:** CattleFax Outlook Seminar – Lone Tree, CO

Branded Partnerships

Chair Andy Bishop reported that the following Branded Partnership requests were distributed via email and were approved by the committee members on September 20, 2023. No action was needed.

- National Promotions
 - USMEF – Creekstone Product Launch in Peru (ARMS# 090623-07)
 - USMEF – Platte Valley Foods Branded Burger Patties – France (ARMS# 091323-18)

Oher Business

- Next Executive Committee Conference Call
 - November 14, 2023, at 11:00 AM MT

Executive Session

Seth Denbow moved, and Bill Lipscomb seconded to enter Executive Session at 11:50 AM MT.

Adjourn

Seth Denbow moved, and Mary Graner seconded to adjourn at 12:00 PM MT.