



Executive Committee Meeting Minutes

Tuesday, December 12, 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, December 12, 2023, and thanked everyone for attending. Mr. Bishop asked Sara Arp to call roll of the committee members and recognized the guests in attendance.

Members Present

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

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

Staff Present

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

Sarah Metzler, CBB
Tom Novota, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests

Kinley Hartman, USDA-AMS
Tammy Vassen, WI Beef Council

Wayne Watkinson, Legal Counsel

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 Bill Lipscomb seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – November 14, 2023

Chair Andy Bishop asked for a motion to approve the November 14, 2023, meeting minutes as emailed. Mary Graner moved, and Steve Hobbs seconded to approve the minutes as emailed. Motion passed.

CEO Update

CEO Greg Hanes gave an update on the following:

- There is currently a slaughter ban initiative being put forth to ban all slaughter facilities in the city of Denver limits. The group's goal is to not only ban plants within the city, but throughout the state. This is something we are watching closely as it could have a big impact on our industry.



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- There is a proposed homeless shelter at the Embassy Suites hotel located across the parking lot from our office building. We are currently working through this process in close coordination with our property management. There is a public meeting scheduled for December 16th and we hope to have someone attend to provide an update.
- Bringing in candidates to interview for the Executive and Administrative Coordinator position today. The goal is to have someone hired at the beginning of the year so they can attend the Cattle Industry Convention in late January/early February.
- We continue to receive a lot of FOIA requests from “Our Honor”.
- USDA is working diligently to get the package of nominations completed. Hopefully the names of newly appointed board members will be available by early January.

Staff Program Update

CBB Director of Collections Compliance, Chad Smith provided the committee with a brief update on collections as we head into the next calendar year.

Legal Update

Legal Counsel Wayne gave the following update:

- At this time there are no updates on the Farm Bill.
- The OFF Act continues to be discussed.
- No further movement on anything else at this time.

Checkoff Committee & LRP Leadership Summit Update

Chair Andy Bishop gave an update the committee on the meetings held in Denver last week and discuss updates to the Beef Industry Long Range Plan.

Executive Committee Mentor Calls

CEO Greg Hanes encouraged the EC members to begin calling their assigned CBB members and to be prepared to give a brief update on their calls at the Cattle Industry Convention.

Travel Update

CEO Greg Hanes and CBB Officers gave the following travel updates:

- CBB Officers and/or staff have attended the following:
 - **Nov. 15-16:** NAFB Trade Talk – Kansas City, MO
 - **Nov. 28:** CattleFax Outlook Seminar – Lone Tree, CO
 - **Dec. 1-2:** USCA Annual Meeting – Fort Worth, TX
 - **Dec. 5-6:** Checkoff & LRP Leadership Summit – Denver, CO



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- CBB will also have representatives attending the following:
 - **Jan. 17-21:** New York Beef Council Checkoff Academy – Rome, NY
 - **Jan. 19-24:** AFBF Annual Convention & Trade Show – Salt Lake City, UT
 - **Jan. 31-Feb. 2:** Cattle Industry Convention – Orlando, FL
 - **Feb. 28-Mar. 1:** CBB Secretary-Treasurer and New Officer Orientation – Denver, CO

Branded Partnerships

Chair Andy Bishop asked for a motion to approve the Branded Partnership National Promotion request.

➤ National Promotions

- MICA-NEBPI: Giant Food Store's Butcher Shop Brand (ARMS #113023-11)

Ryan Moorhouse moved, and Jimmy Taylor seconded to approve the MICA-NEBPI request for partnership with Giant Food Store's Butcher Shop Brand. Discussion. The motion passed.

Oher Business

- The next Executive Committee meeting will be held at the Cattle Industry Convention on Wednesday, January 31, 2024, in Orlando, FL.
- Generative Discussion around ways to encourage leadership involvement.

Executive Session

Steve Hobbs moved, and Mary Graner seconded to enter Executive Session at 11:58 AM MT.

Adjourn

Steve Hobbs moved, and Mary Graner seconded to adjourn at 12:01 PM MT.