



Executive Committee Meeting Minutes

Tuesday, March 12, 2024
11:00 AM – 12:00 PM MDT
Zoom Call

DRAFT

Call to Order

Chair Ryan Moorhouse called the meeting to order at 11:05 AM MDT on Tuesday, March 12, 2024, and thanked everyone for attending. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members and recognized the guests in attendance.

Members Present

Ryan Moorhouse, Chair	David Henderson
Andy Bishop	Steve Hobbs
Cheryl DeVuyst	Mike Holden
Seth Denbow	Bill Lipscomb
Mary Graner	Caleb Plyler
Ross Havens	

Staff Present

Sara Arp, CBB	Jeff Lutz, CBB
Nancy Dugan, CBB	Sarah Metzler, CBB
Davis Gidney, CBB	Chad Smith, CBB
Greg Hanes, CBB	Beka Wall, CBB

Guests

Maribel Reyna, USDA-AMS	Wayne Watkinson, Legal Counsel
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Quorum

Chair Ryan Moorhouse declared a quorum was present to conduct business.

Agenda

Chair Ryan Moorhouse called for a motion to approve the agenda as emailed. Bill Lipscomb moved, and Steve Hobbs seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – January 31, 2024

Chair Ryan Moorhouse asked for a motion to approve the January 31, 2024, meeting minutes as emailed. Seth Denbow moved, and Caleb Plyler seconded to approve the minutes as emailed. Motion passed.



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CEO Update

CEO Greg Hanes gave an update on the following:

- Welcomed new members to CBB Executive Committee.
- Panelist at the University of Colorado Lead School of Business on 3/11/2024 for the Japanese Consulate General, representing Ag/beef industry.
- Last week attended a USFRA Governance Task Force Meeting
- The New Member Orientation in early April will include In-Sights training for the new members.
- Recently received a FOIA request. We are working with USDA-AMS as the criteria does not apply to us.
- Working with collections custom slaughter plants and industry sales to strategize on collection points.
- Discussion on potential endorsement of NAMI's Protein Pact and working together with different agricultural groups in sending a unified message on sustainability.
- Reviewed Duty of Care, Duty of Loyalty, Duty of Obedience and Responsibilities of the Staff/Executive Committee for new members.

Legal Update

Legal Counsel Wayne gave the following update:

- The administrative case is still pending.
- No further movement on anything else at this time.

Travel Update

CEO Greg Hanes provided an update on travel schedule:

- February 28: Secretary-Treasurer & Officer Orientation @ CBB Office – Denver, CO
- March 13: QSBC Orientation @ CBB Office – Denver, CO has been canceled due to weather. We are in the process of possibly changing it to a virtual meeting.
- March 14: Georgia Cattlemen's Association - Atlanta, GA
- March 18-20: NAMI Annual Meat Conference - Nashville, TN
- March 21: Checkoff Academy – Lexington, KY
- March 22-24: TSCRA Convention in Fort Worth, TX

Annual Convention Survey Results

CEO, Greg Hanes reported the results of the annual convention survey.

Overall, the responses were positive. One comment made was calling out our CBB staff as the "CBB Elite Force" and CBB Officers were recognized as well. Feedback from members is very helpful as we plan future meetings.



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Committee Appointments Update

CBB Chair Andy Bishop announced committee appointments to replace members now termed out as follows:

Budget & Audit Committee

Ted Kingsley, CA

Evaluation Committee

John Ferry, UT

Terry Quam, WI

Checkoff Co-Chairs

Ben Peterson, MT

Branded Partnerships

Chair Ryan Moorhouse presented the following branded partnerships that have been conditionally approved by CBB Staff and USDA-AMS:

- National Promotions
 - U.S. Meat Export Federation – Star Angus Ranch w/ Importer Zandbergen – Europe (ARMS# 021324-05)
 - U.S. Meat Export Federation – Brandt Beef Products / Training and Product Introduction in Chile (ARMS# 030524-09)
- State Promotions
 - Washington State Beef Commission and St. Helens Premium Angus Beef brand

Discussion. Caleb Plyler moved, and Ross Havens seconded to approve the agenda as emailed. Motion passed.

- Branded Partnership Guidelines Exclusion

Mike Holden moved, and Caleb Plyler seconded to approve the agenda as emailed. Motion passed.

Executive Committee Mentor Calls

Chair Ryan Moorhouse reviewed the EC call process to new members with the committee and encouraged them to call their assigned new members ahead of the April 3-4 orientation. This feedback is important to us.



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Other Business

- Next Executive Committee Meeting is scheduled for Friday, April 5, 2024 at 9:30 AM MDT and will be held at the Embassy Suites DIA, Denver, CO.

Adjourn

Mary Graner moved, and Steve Hobbs seconded to adjourn at 12:07 PM MDT.