



# Beef Promotion Operating Committee Meeting Minutes

Friday, April 5, 2024

8:30 AM – 9:30 AM MDT

Embassy Suites Denver International Airport

Denver CO

**DRAFT**

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## **Call to Order**

Chair Andy Bishop called the meeting to order at 8:29 AM MT and thanked all attendees for their time. Mr. Bishop asked Nancy Dugan to call roll of the committee members.

## **Members Present**

Andy Bishop, Chair  
Chuck Coffey  
Cheryl DeVuyst  
Trish Downton  
John Ferry  
Dan Gattis  
Mark Goes  
Dave Hamilton  
Dan Hanrahan

Nancy Jackson  
Andy Kellom  
Al Lyman  
Ryan Moorhouse  
John Scanga  
Mark Sustaie  
Shannon Treichel  
Tammy Wiedenbeck

## **Members Absent**

Jason Hitch  
Travis Maddock

Terry Quam

## **Staff Present**

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

Todd Johnson, Federation of State Beef Councils  
Sarah Metzler, CBB  
Tom Novota, CBB  
Chad Smith, CBB  
Beka Wall, CBB

## **Guests**

Susan Backus, FMPRE  
Mandy Carr, NCBA  
Seth Denbow, CBB EC  
Kinley Hartman, USDA-AMS  
Ross Havens, CBB EC  
David Henderson, CBB EC

Steve Hobbs, CBB EC  
Mike Holden, CBB EC  
Lis Kidder, Legal Counsel  
Bill Lipscomb, CBB EC  
Caleb Plyler, CBB EC  
Jimmy Taylor, CBB EC

## **Quorum**

Legal Counsel, Lis Kidder declared that a quorum was present to conduct business.

## **Approve Agenda**

Chair Andy Bishop called for a motion to approve the agenda as emailed. Dave Hamilton moved, and John Ferry seconded to approve the agenda as emailed. Motion passed.



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## **Approve Meeting Minutes – September 6-7, 2023**

Chair Andy Bishop asked for a motion to approve the September 6-7, 2023, meeting minutes as emailed. Andy Kellom moved, and Ryan Moorhouse seconded to approve the minutes as emailed. Motion passed.

## **Research Collaboration & Planning Update**

National Beef Checkoff Contractors Mandy Carr, NCBA and Susan Backus, FMPRE presented the research planning process, how they identify research priorities, and collaborate between contractors with national Beef Checkoff funds.

## **Financial Report**

Cheryl DeVuyst CBB Secretary-Treasurer presented the financial report for the period ending February 2023. She discussed changes in assets, liabilities, and revenues.

## **FY 2023 & 2024 AR Update**

CFO Jeff Lutz gave the FY 2023 & 2024 AR Update. He reminded the Committee that Contractors can move funds within their AR between tactics but cannot go over budget in total. Jeff reminded the Committee that the guideline requires contractors to report any tactic going over budget by 50%, which started for FY 2023 ARs. Jeff reported that two FY 2023 ARs had had one tactic each that exceeded the threshold and the reasons why the Contractors exceeded the tactic budget by 50%.

## **Checkoff Evaluation Committee Update**

Chair Cheryl DeVuyst recognized the Checkoff Evaluation Committee members for their dedication and service to the Committee. Cheryl also gave an update on the following:

- FY 23 Evaluation of Beef Checkoff Programs
- FY 24 Q1 Report
- FY 24 External Program Reviews
- ROI Study
- Collaboration on Evaluation Process
  - Beka Wall has opened lines of communication with QSBC's and various commodity boards to discuss evaluation processes and needs.
- Recognized new committee members appointed by the CBB and Federation Officers.
- Next Meeting will be a virtual orientation held late April / early May.

## **Amended Authorization Request and Action on Request**

Chair, Andy Bishop stated currently, we do not have any amendments to take action on.



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## **Presentation of Proposed FY 2025 Memorandum of Agreement**

CEO Greg Hanes reported that there were no major changes in the format of the FY 2025 Memorandum of Agreement. He noted date changes and edits to the Checkoff Education language to provide additional clarification to the Contractors.

Dan Hanrahan moved, and Trish Dowton seconded to amend the language within the Checkoff Education section to read. “The Contractor shall act as an advocate for the Beef Checkoff. The Contractor shall work to increase awareness and knowledge by educating it’s stakeholders (i.e., members, board, partner organizations, producers, or other relevant people) on how the program works as well as the various activities that are carried out by all contracting organizations.” Motion passed.

Trish Dowton moved, and John Ferry seconded to approve the FY 2025 Memorandum of Agreement as amended. Motion passed.

## **Other Business**

- Future Beef Promotion Operating Committee Meetings
  - May 13, 2024 @ 11:00 AM MDT Conference Call
  - July 8-11, 2024 – Summer Business Meeting @ Hilton Bayfront, San Diego, CA
  - Sneak-Peek Webinars – Dates TBD with Contractors
    - **Thursday, July 25 @ 11:00 AM MDT**
    - **Thursday, August 1 @ 11:00 AM MDT**
    - **Thursday, August 8 @ 11:00 AM MDT**
    - **Thursday, August 15 @ 11:00 AM MDT**
    - **Thursday, August 22 @ 11:00 AM MDT**
  - **September 4-5, 2024**, Beef Promotion Operating Committee @ Hyatt Place Pena Station, Denver, CO
  - FY 25 Beef Checkoff Final AR Program Review Webinar
    - **Thursday, October 17 @ 11:00 AM MDT**

## **Adjourn**

Chuck Coffey moved, and Andy Kellom seconded to adjourn the meeting at 9:50 AM MDT. Motion passed.