



Beef Promotion Operating Committee Meeting Minutes

Monday, May 13, 2024
11:00 AM – 12:00 PM MDT
Zoom Meeting

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 11:03 AM MDT and thanked all attendees for their time. Mr. Bishop asked Sara Arp to call roll of the committee members.

Members Present

Andy Bishop, Chair	Nancy Jackson
Dan Gattis, Vice Chair	Andy Kellom
Chuck Coffey	Al Lyman
Cheryl DeVuyst	Travis Maddock
Trish Downton	Ryan Moorhouse
John Ferry	Terry Quam
Mark Goes	John Scanga
Dave Hamilton	Mark Sustaire
Dan Hanrahan	Shannon Treichel
Jason Hitch	Tammy Wiedenbeck

Staff Present

Sara Arp, CBB	Todd Johnson, Federation of State Beef Councils
Davis Gidney, CBB	
Greg Hanes, CBB	Chad Smith, CBB
Jeff Lutz, CBB	Beka Wall, CBB

Guests

Heather Buckmaster, OK Beef Council	Lis Kidder, Legal Counsel
Seth Denbow, CBB EC	Bill Lipscomb, CBB EC
Kinley Hartman, USDA-AMS	Molly McAdams, TX Beef Council
Ross Havens, CBB EC	Caleb Plyler, CBB EC
Steve Hobbs, CBB EC	Becky Potmesil, CBB Member
Mike Holden, CBB EC	Amber Sisco, USDA
	Jimmy Taylor, CBB EC

Quorum

Chair, Andy Bishop declared that a quorum was present to conduct business.

Approve Agenda

Chair Andy Bishop called for a motion to approve the agenda as emailed. Andy Kellom moved, and Chuck Coffey seconded to approve the agenda as emailed. Motion passed.



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Approve Meeting Minutes – April 5, 2024

Chair Andy Bishop asked for a motion to approve the April 5, 2024, meeting minutes as emailed. Tammy Wiedenbeck moved, and Jason Hitch seconded to approve the minutes as emailed. Motion passed.

Amended Authorization Request

Chair Andy Bishop and Greg Hanes, CBB, noted the amended authorization No-Cost Amendment FMPRE request to AR #2210-R and asked for discussion. Discussion.

Dave Hamilton moved, and Jason Hitch seconded to approve the AR #2210-R, FMPRE as amended. Motion passed.

Revenue Projection Update for FY 2024

Chair Andy Bishop called on CBB Director of Collections Compliance, Chad Smith, to review projected revenues for FY 2024. Mr. Smith reviewed the updated projected FY 2024 Assessment Revenue based on amounts collected through April 30, 2024, CBB anticipates that actual FY 2024 revenue will exceed budget revenue projections. Any excess funds received through the end of the fiscal year will be added to CBB's available funds balance and will be available to the AR program budget in future years.

CBB CFO, Jeff Lutz, discussed the process in which additional available funds are handled and communicated with both the Beef Promotion Operating Committee (BPOC) and CBB Executive Committee ahead of the September funding meeting. This is the meeting where the final available funds within the program budget are released for the BPOC to fund Authorization Requests (AR) within the Program budget. Once the Program budget is approved the final budget is sent to the Cattlemen's Beef Board to approve via electronic ballot, then USDA ahead of the start of the fiscal year starting October 1.

FY 2025 Proposed Program Budget

CBB Budget & Audit Committee, Chair Seth Denbow provided a report on the FY 2025 preliminary program budget. Mr. Denbow reported the Budget & Audit Committee met on May 10th and approved the FY 2025 Budget. The Committee recommended a total budget of \$40,517,200 for FY 2025. The total recommended Program Budget of \$37,496,340 is comprised of the following budget categories: total Authorization Request (AR) budget of \$36,241,340, Evaluation budget of \$305,000, Program Development budget of \$750,000, and Checkoff Communications Resource budget of \$200,000.

John Ferry moved, and Ryan Moorhouse seconded to recommend the FY 2025 proposed preliminary budget to the Executive Committee. Motion passed.



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Other Business

- Future Beef Promotion Operating Committee Meetings
 - July 8-11, 2024 – Summer Business Meeting @ Hilton Bayfront, San Diego, CA
 - A committee Working Session following the Checkoff Program Committee meetings will be held on Wednesday, July 10 at 2:30 pm.
 - Sneak-Peek Webinars moving forward will not be titled the AR Insights Webinars with contractor presentation dates TBD
 - **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 Jason Hitch seconded to adjourn the meeting at 11:42 AM MDT. Motion passed.