



# Executive Committee Meeting Minutes

Monday, May 13, 2024  
12:00 PM – 1:00 PM MDT  
Zoom Meeting

**DRAFT**

## **Call to Order**

Chair Ryan Moorhouse called the meeting to order at 12:03 PM MDT and thanked all attendees for their time. Mr. Moorhouse asked Sara Arp to call roll of the committee members.

## **Members Present**

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

## **Staff Present**

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

## **Guests**

Heather Buckmaster, OK Beef Council	Amber Sisco, USDA
Kinley Hartman, USDA-AMS	Wayne Watkinson, Legal Counsel
Molly McAdams, TX Beef Council	

## **Quorum**

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

## **Agenda**

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

## **Approve Meeting Minutes – April 5, 2024**

Chair Ryan Moorhouse asked for a motion to approve the April 5, 2024, meeting minutes as emailed. David Henderson moved, and Mike Holden seconded to approve the minutes as emailed. Motion passed.



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## CEO/Travel Update

CEO Greg Hanes gave an update on the following:

- Contractor staff updates at USCA and AFBFA. Working closely with their teams in transition especially as we head into the FY25 planning season.
- The committee will receive a ProteinPACT update from the Meat Institute's Chair, Eric Gustafson at Summer Business Meeting in San Diego, CA.
- An update on new members. There is one new member we are having difficulty getting a hold of to swear in. We hope they can join us for the Summer Business Meeting.
- Wayne is working on a draft amendment to change the Order which will enable smaller, custom-packing facilities to be a collection point, similar to livestock auction markets.
- CRCEO Meetings will be held in Denver later this week. These meetings include all commodity leadership. One of the agenda items is to discuss issues surrounding the language usage of farm vs. factory with USDA-AMS Administrator Bruce Summers.
- The Drive Newsletter received the national NAMA Best of Show award for the top Agriculture Newsletter category. This is a prestigious honor and congratulations to the Producer Communications Team for their efforts.
- Travel updates on the following meetings where CBB officers, members and staff were in attendance:
  - April 8: NIAA – Kansas City, KS
  - April 9: Veal Summit – Virtual meeting
  - April 16: Checkoff Academy – New York & Pennsylvania
  - May 4: USMEF Beef Leadership – Tokyo, Japan

## Legal Update

Legal Counsel, Wayne gave the following update:

- The administrative case is still pending in court, may continue for a couple months or up to a year.
- Motions for summary judgement have been filed but we are still waiting to determine the standing of the issue.
- Drafting amendment to the CBB Executive Committee relating to Order. This amendment will provide additional language specifying that custom slaughter facilities are a collecting entity, much like auction markets. Not creating additional parties to pay, just a clear rule on who collects the assessment.



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## **FY 2025 Preliminary Budget**

BPOC Chair Andy Bishop provided a report on the FY 2025 recommended budget. Mr. Bishop noted that the Budget & Audit Committee recommended a total budget of \$40,517,200 for fiscal year 2025.

The recommended preliminary budget Program budget was \$37,496,340 and comprised of the following: total Authorization Requests (AR) budget of \$36,241,340 available for funding requests from national Beef Checkoff contractors, Evaluation budget of \$305,000, Program Development budget of \$750,000, and Checkoff Communications Resource budget of \$200,000. In addition, the Budget & Audit Committee recommended USDA Oversight budget of \$575,000, Supporting Services & Litigation budget of \$200,000, State Services budget of \$220,000, and Administration budget of \$2,025,860. Mr. Bishop also reviewed changes to the budget year over year. Mr. Bishop noted that during the Beef Promotion Operating Committee call held earlier in the day, the Committee approved and recommended the total Program budget of \$37,469,340.

Ross Havens moved, and Bill Lipscomb seconded to approve the budget for FY 2025 as recommended by the Beef Promotion Operating Committee. Motion passed.

## **Branded Partnerships**

Chair Ryan Moorhouse reported that there are no branded partnership requests to review at this time.

## **Summer Business Meeting Update**

CBB Sr. Director of Operations, Sara Arp provided the committee with a brief update on the upcoming Summer Business Meetings in San Diego, CA.

## **Other Business**

The next Executive Committee meeting is scheduled for Tuesday, June 4 @ 11:00 AM.

## **Adjourn**

Caleb Plyler moved, and David Henderson seconded to adjourn at 12:59 PM MDT.