



Executive Committee Meeting Minutes

Tuesday, June 4, 2024
11:00 AM – 12:00 PM MST
Zoom Meeting

DRAFT

Call to Order

Chair Ryan Moorhouse called the meeting to order at 11:04 AM MDT and thanked all attendees for their time. Mr. Moorhouse asked Nancy Dugan 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 Hanes	Jimmy Taylor

Staff Present

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

Guests

Valerie Bass, TN Beef Council	Amber Sisco, USDA-AMS
Kinley Hartman, USDA-AMS	Scott Stebner, KS Beef Council
Lis Kidder, Legal Counsel	Tammy Vaassen, WI Beef Council
Becky Potmesil, CBB Member	Stephanie Weiss, VA 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. Caleb Plyler moved, and Mary Graner seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – May 13, 2024

Chair Ryan Moorhouse asked for a motion to approve the May 13, 2024, meeting minutes as emailed. Bill Lipscomb moved, and David Henderson seconded to approve the minutes as emailed. Motion passed.

CEO

CEO Greg Hanes gave an update on the following:

- Summer Business meeting updates and info on some of the meetings EC members should focus on.



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- Jan Lyons was selected the winner of the Visionary Award and will attend the General Sessions to receive the award in person.
- CRCEO Meetings held in Denver recently. These meetings included all commodity leadership. The checkoff roundtable included strategic planning discussions.
- The deadline for ARs was a day earlier this year. One contractor, USCA, will not submit an AR this year but has plans to remain engaged.
- Hosting meeting today with Jason Frost, CBB importer member & Hamish Marr a representative from the Australian government.

Staff Program Update

Beka Wall, Sr. Director of Evaluation and Outreach provided an update on the evaluation reports and the recently conducted ROI study.

Legal Update

Legal Counsel, Lis Kidder gave the following update:

- The administrative case is still pending in court.
- Motions for summary judgement have been filed but we are still waiting to determine the standing of the issue.
- Currently, all FOIA's are closed-out.

Travel Update

Travel updates on the following meetings where CBB officers, members and staff were in attendance:

- May 15-16: CRCEO Meeting/ Potatoes USA Headquarters - Denver, CO
- May 16: ASAE Foresight Training - Washington, DC
- May 22-24: USMEF Spring Conference - Kansas City, MO
- June 6-7: ASAE CEO Symposium - Washington, DC
- June 12-15: LMA Annual Convention and WLAC - Oklahoma City, OK
- June 19: Kansas Beef Council Meeting (virtual)
- June TBD: FMPRE Board of Directors Webinar (virtual)
- July 8-11: Cattle Industry Summer Business Meeting - San Diego, CA

Execute Committee Mentor Call Assignments

Greg Hanes, CEO reviewed the CBB member call process ahead of the Summer Business Meeting in San Diego, CA. He encouraged them to call their assigned new members before the meetings as this feedback is important to us.

Branded Partnerships

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



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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 Monday, July 8 @ 3:00 PM in San Deigo, CA.
- Steve Hobbs requested that a Long-Range Plan discussion be added to the Summer Business meeting agenda in July.

Adjourn

Caleb Plyler moved, and Seth Denbow seconded to adjourn at 11:40 AM MDT.