



## CBB EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, October 8, 2024 | 11:00 AM – 12:00 PM MT  
Zoom Call

**Ryan Moorhouse, Chair**

### Call to Order

Chair Ryan Moorhouse called the meeting to order at 11:10 AM MT and thanked all attendees for their time. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members.

### Members Present

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

### Members Not Present

Mike Holden                      Jimmy Taylor

### Staff Present

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

### Guests

Kinley Hartman, USDA-AMS  
Amber Sisco, USDA-AMS  
Wayne Watkinson, Legal Counsel

### Quorum

Legal Counsel, Wayne Watkinson declared that a quorum was present to conduct business.

### Agenda

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

### Minutes

Chair Ryan Moorhouse asked for a motion to approve the September 5, 2024, meeting minutes as emailed. Steve Hobbs moved, and Seth Denbow seconded to approve the minutes as emailed. Motion passed.

### CEO Update

CEO Greg Hanes gave an update on the following:

- Staff updates: Sarah Metzler, Director of Organizational Communications, got married this past weekend. Chad Smith, Director of Collections Compliance was recently promoted to Sr. Director of Collections Compliance. Congrats to both of them!
- USDA-AMS and FAS approved the FY 2025 Authorization Requests (ARs). MOAs have been signed and received by all contractors and work for the next fiscal year was able to start on October 1<sup>st</sup>, 2024.
- The package for new board members has been submitted and is currently in process with USDA. Currently (29) members are up for reappointment. Kinley Hartman, USDA-AMS, informed the committee that the package has been sent up for vetting to the Secretary's Office and hope to hear back at the end of the calendar year/early next year.
- The 2026-2030 Beef Industry Long Range Plan (LRP) planning process is underway. Task Force members have been identified and the search for a moderator is well under way.
- Staff continues to work with leadership on the Checkoff Program Committee restructure process that will take effect starting in 2026.
- CBB Staff will provide training at the Partners in Action (PIA) meeting next week.
- CBB Staff, Beka Wall, in collaboration with Agralytica is working with contractor staff on the transition of the quarterly program reports from an output-focused to an outcome-driven model, incorporating Agralytica's Results-Oriented Management (R-OM) principles.

### Travel Update

CEO Greg Hanes gave an update on following the meetings where CBB officers, members and staff were in attendance:

- Sept. 4-5: BPOC & CBB Executive Committee Meeting, Denver, CO
- Sept. 20-26: NARA Trade Mission Conference, Jakarta, Indonesia

CBB will also have representatives attending the following upcoming meetings:

- Oct. 9- 11: NAMI Protein PACT Summit, Austin, TX
- Oct. 16-18: Partnerships in Action, Denver, CO
- Oct. 30- Nov. 1: 2024 International Summit: The Societal Role of Meat & Livestock, Denver, CO

### Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- No updates to report

### Branded Partnerships

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

### CattleCon Update

CBB Sr. Director of Operations, Sara Arp provided the committee with a brief update on the upcoming CattleCon Annual Convention Meetings in San Antonio, TX.

### Other Business

Chair Ryan Moorhouse gave an update on the following meeting:

- Next Executive Committee Meeting – November 5, 2024 @ 11:00 AM MT



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### **Executive Session**

The committee entered Executive Session at 11:26 AM MT.

### **Adjourn**

Steve Hobbs moved, and Mary Graner seconded to adjourn at 12:00 PM MT.