CBB EXECUTIVE COMMITTEE
MEETING MINUTES - DRAFT

Friday, April 4, 2025 | 9:30 AM – 10:30 AM MT
Embassy Suites Denver International Airport, Denver, CO

Cheryl DeVuyst, Chair

Call to Order
Chair Cheryl DeVuyst called the meeting to order at 9:40 AM MT and thanked all attendees for their time. Mrs. DeVuyst asked Sara Arp to call roll of the committee members.

Members Present
Cheryl DeVuyst, Chair	Seth Denbow	Ted Kingsley	Ben Peterson
Andy Bishop	Ross Havens	Pat McDowell	Caleb Plyler
Kim D'Anella	Jason Hitch	Ryan Moorhouse	Terry Quam

Staff Present
Sara Arp, CBB	Todd Johnson, Federation	Tom Novota, CBB
Davis Gidney, CBB	Jeff Lutz, CBB	Chad Smith, CBB
Greg Hanes, CBB	Sarah Metzler, CBB	Beka Wall, CBB

Guests
Sarah Childs, BPOC Member	Nancy Jackson DVM, Federation Chair	Hayley Moss, BPOC Member
Tris Dowton, BPOC Member	Andy Kellom, BPOC Member	Joan Ruskamp, BPOC Member
Dan Hanrahan, BPOC Member	Travis Maddock, Federation Vice Chair	Wayne Watkinson, Legal Counsel
Kinley Hartman, USDA-AMS	Sallie Miller, BPOC Member	

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

Agenda
Chair Cheryl DeVuyst called for a motion to approve the agenda. Jason Hitch moved, and Caleb Plyler seconded to approve the amended agenda. Motion passed.

Minutes
Chair Cheryl DeVuyst asked for a motion to approve the March 11, 2025 meeting minutes as emailed. Ben Peterson moved, and Ryan Moorhouse seconded to approve the minutes as emailed. Motion passed.

CEO Update

Greg Hanes, CBB CEO, provided an update.

- CBB continues to receive FOIA requests. Often these are blanket requests being sent to multiple Checkoff groups.
- On Friday, March 28, the U.S. District Court for the District of Columbia issued a Memorandum Opinion and Order granting USDA's motion for summary judgment on the issue of standing in the case *Ranchers-Cattlemen Action Legal Fund (R-CALF) v. USDA*. Otherwise known as the APA case that was filed in 2020.
- CBB staff has been working with the states and USDA in researching ways to amend the order to include small processors as collection points. Unfortunately, this has proven to be more challenging than originally anticipated since every state has a different way of managing the collection process. Therefore, staff are working on ways to make this a voluntary collection point to meet the needs of each state.
- Updates to the AR form to include more details and Results Oriented Management objectives had been planned for FY2026. However, due to tight time constraints and feedback from leadership and contractors, that will take place in FY 2027 Authorization Request (AR) form. We will be providing updates on a full rollout and timeline in the upcoming fiscal year.
- CBB staff are working on Checkoff Education materials and handouts as a part of the Checkoff Academy's being hosted by industry organizations. We've had a lot of interest and several confirmed dates in the coming months.
- Staffing update on departing staff as well as open positions.

Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- Provided a brief update on APA case ruling. This has been an ongoing case since 2020.
- Discussed FOIAs.

Travel Update

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

- **Feb. 26-28:** CBB Secretary-Treasurer & Officer Orientation - Denver, CO
- **March 18-20:** National PAS Conference – Sheridan, WY
- **March 20:** Indiana/Kentucky Meat Processors Association Meeting – Evansville, IN
- **March 19:** New QSBC Director & Staff Orientation – Denver, CO
- **March 24-26:** AMC – Orlando, FL
- **April 1:** USMEF Unified Export Strategy – Denver, CO
- **April 1-3:** Beef Industry Safety Summit – Denver, CO
- **April 2-4:** CBB New Member Orientation – Denver, CO

CBB will also have representatives attending the following upcoming meetings:

- **April 7-8:** NIAA Annual Conference – Kansas City, MO
- **April 11-13:** TSCRA Convention & Expo – Fort Worth, TX
- **April 23:** Annual Veal Summit – Virtual
- **April 29-30:** ASAE Governance & Strategy Forum – Washington, DC

Beef Promotion Operating Committee Report

Beef Promotion Operating Committee (BPOC) Chair Ryan Moorhouse reported on the BPOC training and business meeting that occurred prior to the Executive Committee. The BPOC discussed and approved the FY2026 MOA (contract) and AR format, received a report from the Checkoff Evaluation Committee and discussed future meetings and webinars.

Financial Report

CBB Secretary-Treasurer Terry Quam presented the financial report for the period ending February 2025. He discussed changes in assets, liabilities and revenues.

Reapportionment

Chad Smith, CBB Sr. Director of Collections Compliance provided an overview of the Board Reapportionment process and reviewed the proposed changes noting that Iowa, Nebraska and Texas would be losing one seat each and the Importer Unit would gain two additional seats which will result in a 98 member board. Ross Havens moved to present the Board Reapportionment process and changes to the full Boad at the 2025 Summer Business Meeting, Jason Hitch seconded. Motion approved.

Branded Partnerships

Chair Cheryl DeVuyst reported that there are no branded partnerships to review at this time.

Status of QSBC Audit Reports & Marketing Plans

Chair Cheryl DeVuyst reported that there are no branded partnerships to review at this time.

Executive Committee Mentor Calls

Members of the Committee provided a report on their discussions with members before the meetings. Overall, the feedback was positive, and they appreciated the outreach by the Committee ahead of the meetings. The Committee will make calls to all members ahead of the 2025 Cattle Industry Summer Business Meeting.

Other Business

- Chair, Cheryl DeVuyst, reviewed future meeting dates and webinars with the committee. She also thanked all the committee members for their time and dedication over the past couple of days.
- The next Executive Committee Meeting will be held on Wednesday, May 14, 2025 @ 11:00 am MT, to review and approve the FY 2026 preliminary budget.

Executive Session

The committee entered Executive Session at 10:40 AM MT.

Adjourn

Calebe Plyler moved, and Ted Kingsley seconded to adjourn at 10:52 AM MT.