



CBB EXECUTIVE COMMITTEE MEETING AGENDA - DRAFT

2025 Cattle Industry Summer Business Meeting
Monday, July 7, 2025 | 3:30 PM – 5:00 PM PT
Hilton Bayfront, San Diego, CA
Sapphire Ballroom H

Cheryl DeVuyst, Chair

- 1. Welcome and Call to Order**
- 2. Establish a Quorum**
- 3. Approve Agenda**
- 4. Approve Meeting Minutes – June 3, 2025**
- 5. CEO Update**
- 6. Legal Update**
- 7. Travel Update**
- 8. FY 2026 CBB Detailed Administration Budget**
- 9. Financial Report**
- 10. FY 2026 Checkoff Committee Coordination and Administrative Service Agreements**
- 11. Branded Partnerships**
 - National Promotions
 - State Promotions
- 12. Status of QSBC Audit Reports & Marketing Plans**
- 13. Feedback from Executive Committee Calls to CBB Members**
- 14. Other Business**
 - Next Executive Committee Meeting
 - Zoom Call | August 5, 2025 @ 11:00 AM MT
- 15. Executive Session**
- 16. Adjourn**