



Executive Committee Meeting Minutes

Thursday, September 7, 2023
Hyatt Place Peña Station, Denver CO

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 11:04 AM MT on Thursday, September 7, 2023, and thanked everyone for attending. Mr. Bishop asked Sami Ichrist to call roll of the committee members.

Members Present

Andy Bishop, Chair
Mary Graner
Ross Havens
Steve Hobbs
Bill Lipscomb
Ryan Moorhouse

Bill Slovek
Steve Springer
Jimmy Taylor
Norman Voyles, Jr., IPC
Tammy Wiedenbeck

Members via Conference

Seth Denbow

Staff

Sara Arp, CBB
Davis Gidney, CBB
Greg, Hanes, CBB
Sami Ichrist, CBB

Jeff Lutz, CBB
Sarah Metzler, CBB
Chad Smith, CBB
Beka Wall, CBB

Staff via Conference

Brian Amundson, North Dakota Beef Council
Seth Denbow, CBB Executive Committee Member
Sue Love, NCBA
Tom Novota CBB Staff
Becky Potmesil, CBB Member, Nebraska
Nicole Wardner, North Dakota Beef Council

Guests

Wayne Watkinson, Legal Counsel
Lis Kidder, Legal Counsel
Kinley Hartman, USDA-AMS
Chuck Coffey
Jason Hitch

Cheryl DeVuyst
Michael White
Barb Downey
Nancy Jackson
Todd Johnson

Quorum

Chair Andy Bishop declared a quorum was present to conduct business.



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Agenda

Chair Andy Bishop called for a motion to approve the agenda as emailed. Bill Lipscomb moved, and Steve Hobbs seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – July 24, 2023

Chair Andy Bishop asked for a motion to approve the July 24, 2023, meeting minutes as emailed. Steve Springer moved, and Ross Havens seconded to approve the minutes as emailed. Motion passed.

CEO Update

CEO Greg Hanes gave an update on the following:

- A USDA letter was received reminding checkoffs that no Checkoff dollars are allowed towards lobbying or policy efforts.
- 17 FOIA's were received, and search terms were seemingly related to pork related slaughter issues during Covid and not applicable to CBB.
- Sarah Metzler is working on Checkoff producer surveys.
- CBB is in the process of collaborating with other checkoff groups to combine efforts for ROI studies.
- Commended CBB staff for doing a good job preparing for the BPOC/EC meetings.

Legal Update

Legal Counsel Wayne Watkinson gave the following update:

- Introduced partner, Lis Kidder.
- The Washington D.C. Administrative Procedures Act case remains pending.

Beef Promotion Operating Committee Report

Chair Jimmy Taylor reported that the CBB identified \$1,700,025 in additional funds available for the Beef Promotion Operating Committee (BPOC) to allocate to FY 2024 programs. The total available funds available to the BPOC was \$37,945,000. The BPOC met on September 6th & 7th to allocate the available funds to FY 2024 ARs and recommended and approved the following authorization request budget:

Promotion		\$9,275,000
Research		8,300,000
Consumer Information		7,600,550
Industry Information		2,819,450



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Foreign Marketing		8,150,000
Producer Communications		1,800,000
Total Authorization Request Budget		\$37,945,000

Mr. Taylor reported the preliminary CBB Budget approved at Summer Business Meeting in San Diego, CA was \$40,400,500 and the BPOC is asking for approval of the final amended budget of \$42,100,525 and to recommend it to the full Board. Jimmy Taylor moved, and Steve Springer seconded to approve the FY 2024 Cattlemen's Beef Board Budget Amendment and recommend it to the full Board. Motion passed.

Financial Report – FY 2023 July Financials

Secretary-Treasurer Ryan Moorhouse reported the FY 2023 July Financials.

Branded Partnerships

Beka Wall updated the committee regarding a forthcoming amendment to the Branded Partnership request AR 2340-FM ARMS #062723-15 Japan Branded Beef Showcase, which had already been approved.

Status of QSBC Audit Reports and Marketing Plans

Tom Novota reported that all annual audit reports due April 30, 2023, were received, reviewed, and approved. Further, all marketing plans due August 15, 2023, were received, reviewed, and approved.

Nominating Committee Appointments

Chair Jimmy Taylor presented to the committee the following nominating committee appointments:

Nominating Committee Chair – Angie Meyer, OK
At-Large – Bill Slovek, SD

Checkoff Program Committee Leadership Appointments

Chair Jimmy Taylor reported that a new Co-Chair of the Nutrition & Health Committee had been named, but not yet confirmed. Therefore, this announcement will be made once confirmed.

Summer Business Meeting Survey Results

CEO Greg Hanes reported on the Summer Business Survey results as 100% positive in the areas of CBB staff assistance and preparedness along with overall satisfaction and relevance of the meetings. He reviewed some of the areas that the members felt were best or where improvements could be made.



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Other Business

- CFO Jeff Lutz reviewed the proposal that was emailed to the committee to consider smaller QSBC's be reviewed vs. audited. Steve Hobbs moved, and Ryan Moorhouse seconded to approve the QSBC review vs. audit proposal.
- Next Executive Committee Conference Call
 - October 10, 2023, at 11:00 AM MT

Executive Session

Steve Hobbs moved, and Bill Lipscomb seconded to enter Executive Session at 12:19 PM MT.

Adjourn

Steve Hobbs moved, and Bill Lipscomb seconded to adjourn at 12:40 PM MT.