



Executive Committee Meeting Minutes

Friday, April 5, 2024

9:30 AM – 10:30 AM MDT

Embassy Suites Denver International Airport
Denver, CO

DRAFT

Call to Order

Chair Ryan Moorhouse called the meeting to order at 9:59 AM MDT on Friday, April 5, 2024, and thanked everyone for attending. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members and recognized the guests in attendance.

Members Present

Ryan Moorhouse, Chair	Steve Hobbs
Andy Bishop	Mike Holden
Seth Denbow	Bill Lipscomb
Cheryl DeVuyst	Caleb Plyler
Ross Havens	Jimmy Taylor
David Henderson	

Members Absent

Mary Graner

Staff Present

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

Guests

Dan Gattis, Federation of State Beef Councils
Kinley Hartman, USDA-AMS
Todd Johnson, Federation of State Beef Councils
Lis Kidder, Legal Counsel

Quorum

Legal Counsel, Lis Kidder declared a quorum was present to conduct business.

Agenda

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

Approve Meeting Minutes – March 12, 2024

Chair Ryan Moorhouse asked for a motion to approve the March 12, 2024, meeting minutes as emailed. Steve Hobbs moved, and David Henderson seconded to approve the minutes as emailed. Motion passed.



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CEO Update

CEO Greg Hanes gave an update on the following:

- High Path Avian Influenza and how industry groups, USDA and Checkoff contractors are working in collaboration on the issue. It is mainly impacting the dairy industry, but NCBA and CBB are working on aspects of issue response.
- The New Member Orientation was held earlier this week and a class of 13 new members were sworn in. Unfortunately, 1 new member was not able to attend, and staff will follow up in the coming weeks to do a one-on-one virtual orientation and ensure they are sworn in ahead of the Summer Business Meetings in July.
- Attended the Annual Meat Conference in March and had good conversations with Meat Institute staff regarding the Protein Pact. Eric Gustafson, Chair will try to attend the Summer Business Meeting to discuss with the committee further.
- Start of reviews vs. financial audits with some of the smaller QSBCs to help with expenses.

Legal Update

Legal Counsel, Lis Kidder gave the following update:

- The administrative case is still pending in court, may continue for a couple months or up to a year.
- No further movement on anything else at this time.

Knowledge Center Overview

CBB Checkoff Education Manager, Davis Gidney provided the committee with a brief update on the newly created Knowledge Center and Checkoff Academy.

Beef Promotion Operation

Beef Promotion Operating Committee (BPOC) Chair Andy Bishop reported on the BPOC training and business meeting met prior to the Executive Committee. The BPOC discussed and approved the FY2024 MOA (contract) and AR format, heard from two contractors about research collaboration, received a report from the Checkoff Evaluation Committee and discussed future meetings and webinars.

Financial Report

Cheryl DeVuyst CBB Secretary-Treasurer presented the financial report for the period ending February 2023. She discussed changes in assets, liabilities, and revenues.

Status of QSBC Audit Reports & Marketing Plans

CBB Financial Compliance Manager Tom Novota reported that all annual audit reports were received, reviewed, and approved in compliance with the Act and Order.



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Travel Update

CEO Greg Hanes provided an update on the travel schedule:

- March 12: QSBC Orientation – Virtual meeting.
- March 14: Georgia Cattlemen’s Association - Atlanta, GA
- March 18-20: NAMI Annual Meat Conference - Nashville, TN
- March 21: Checkoff Academy – Lexington, KY
- March 22-24: TSCRA Convention in Fort Worth, TX
- April 2: USMEF & Safety Summit – Denver, CO
- April 8: NIAA in Kansas City, KS
- April 9: Veal Summit – Virtual meeting.
- April 16: Checkoff Academy – New York & Pennsylvania
- May 4: USMEF Beef Leadership – Tokyo, Japan

Branded Partnerships

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

Executive Committee Mentor Calls with New Members

Members of the committee provided a report on their discussions with new members before the New Member Orientation. Overall, the feedback was positive, and they appreciate the Committee reaching out to check in as they start their service on the board.

Other Business

The next Executive Committee meeting is scheduled for Monday, May 13, 2024 @ 12:00 PM MDT. All members should also plan to be on the BPOC call the same day at 11:00 AM MDT.

Steve Hobbs mentioned the upcoming Beef Industry Long Range Plan for 2026. Discussion.

Executive Session

Steve Hobbs moved, and Seth Denbow seconded to enter Executive Session at 10:58 AM MDT.

Adjourn

Ross Havens moved, and David Henderson seconded to adjourn at 11:10 AM MDT.