



## CBB EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, August 6, 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 11:05 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	Steve Hobbs	Caleb Plyler
Andy Bishop	Ross Havens	Mike Holden	Jimmy Taylor
Seth Denbow	David Henderson	Bill Lipscomb	

### Members Not Present

Mary Graner

### Staff Present

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

### Guests

Kinley Hartman, 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. Steve Hobbs moved, and Seth Denbow seconded to approve the agenda as emailed. Motion passed.

### Minutes

Chair Ryan Moorhouse asked for a motion to approve the July 8, 2024, meeting minutes as emailed. Caleb Plyler moved, and Bill Lipscomb seconded to approve the minutes as emailed. Motion passed.

### CEO Update

CEO Greg Hanes gave an update on the following:

- Greg recognized & thanked CBB staff for pulling this August meeting together as well as the work they are doing in preparation for the meetings in September.
- AR books are in progress and will be shipped no later than August 14<sup>th</sup>.
- We have received more FOIA's from "Our Honor Group" and are working with USDA on those requests.
- Aimpoint Future of Agricultural Checkoffs preliminary report is completed and will be forwarded to the Executive Committee.
- ROI Study has had a lot of positive feedback, including 17 articles and 30 postings. Our team has received 7,000 requests for copies of the ROI brochure.
- Davis Gidney, CBB Checkoff Education Manager has received over 6,000 orders for the Shared Youth marketing materials.
- We have over 700 users in the Knowledge Center with a 100 of those being organic from site visitors.
- Jeff Lutz is working on finalizing the budget ahead of the meetings in September. He will share the additional funding for ARs in the next couple of weeks.
- AR Insights Webinars have been weekly and will go through the end of August. EC members are encouraged and welcome to attend.
- HPAI has had a big impact on dairies and in human health within the state of Colorado.

### Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- No new updates to report at this time.

### Travel Update

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

- July 8-11: Cattle Industry Summer Business Meeting – San Diego, CA
- August 5-6: LMA Leadership & Livestock Marketing Seminar – Kansas City, MO

CBB will also have representatives attending the following upcoming meetings:

- August 12-14: Little League World Series (NCBA) – Williamsport, PA
- August 28-30: NIAA Beef Producer Engagement with the CDC, Atlanta, GA
- September 4-5: BPOC & CBB Executive Committee Meetings – Denver, CO

### Protein PACT Follow Up

Greg Hanes, CBB CEO followed up on the presentation from Eric Gustafson from the Summer Business meeting. Discussion. Steve Hobbs moved, CBB will support and endorse the Protein PACT provided they remove references of support for the Paris Climate Agreement from their literature, as it can have negative impacts on farmers and ranchers. Discussion. Bill Lipscomb seconded. Motion passed.



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### Nominating Committee Appointments

Andy Bishop, CBB Chair presented the name of the Nominating Committee Chair and the At-Large Nominating Committee member in addition to the members elected at the 2024 Summer Business Meeting.

Chair – Dave Hamilton, NE

Region 1 - Monte Bordner, MI

Region 2 - Jay Calhoun, VA

Region 3 - Debbie Gill, TX

Region 4 - Amy Langvardt, KS

Region 5 - Veal Thomas, SD

Region 6 - Steve Hobbs, MT

At-Large - Gwen Geise, WY

### Summer Business Meeting Survey Results & Follow Up

Greg Hanes, CBB CEO presented the Summer Business Meeting Survey Results and discussed any follow up items from the meetings in San Diego. Discussion.

Steve Hobbs moved, for the CBB Officers and staff to approach the Federation Leadership to implement changes to the Checkoff Program Committees at the Winter Meetings to allow time for additional committee member engagement and feedback on potential new AR ideas to national Beef Checkoff contractors ahead of AR planning for the fiscal year. Discussion. Caleb Plyler seconded to approved getting that process in motion. Motion passed.

### Branded Partnerships

Chair Ryan Moorhouse presented NCBA's branded partnership with Performance Food Group – Gourmade Beef Burger Line (ARMS# 071824-10). Discussion. Seth Denbow moved, and Mike Holden seconded to approve the branded partnership. Motion passed.

### Other Business

Chair Ryan Moorhouse gave an update on the following meeting:

- Next Executive Committee Meeting – September 5, 2024 @ 1:30 PM MT and will be held at the Hyatt Place Pena Station, DIA, Denver, CO.

### Adjourn

Steve Hobbs moved, and Seth Denbow seconded to adjourn at 12:14 PM MT.