



CBB EXECUTIVE COMMITTEE MEETING AGENDA - DRAFT

2025 CattleCon

Tuesday, February 4, 2025 | 8:30 AM – 10:00 AM CT
Marriott Rivercenter Hotel, San Antonio, TX
Grand Ballroom – Salon I

Ryan Moorhouse, Chair

- 1. Welcome and Call Meeting to Order**
- 2. Establish a Quorum**
- 3. Approve Agenda**
- 4. Approve Minutes of the December 10, 2024 Meeting**
- 5. CEO Update**
- 6. Legal Update**
- 7. Producer Communications Survey Update**
- 8. Financial Report**
- 9. Nominating Committee Update**
- 10. Travel Update**
- 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. Affirm Outgoing Chair's Service**



CBB EXECUTIVE COMMITTEE MEETING AGENDA

2025 CattleCon

Tuesday, February 2, 2025 | 8:30 AM – 10:00 AM CT | Marriott Rivercenter Hotel, San Antonio, TX |
Grand Ballroom – Salon I

15. Other Business

- Protein PACT Endorsement
- Recognition of outgoing members
- Next Executive Committee Meeting
 - March 11, 2025 @ 11:00 AM MT
- CBB New Member, CBB Executive Committee and Beef Promotion Operating Committee Orientation/Meetings
 - April 2-4, 2025 in Denver, CO

16. Executive Session

17. Adjourn