

## NORTH DAKOTA BEEF COMMISSION MINUTES

August 17, 2023  
Virtual Conference Call

### ***Call to Order***

North Dakota Beef Commission (NDBC) Chair Fred Helbling called the meeting to order at 7:59 am.

Directors present: Fred Helbling, Sharon Kickertz-Gerbig, Jess Nehl, Jason Zahn, Matt Lachenmeier, Joy Patten, and Brian Amundson. Ex-Officio director: Travis Maddock & Clark Price

Staff present: Nicole Wardner and Wendy Masset

Guests present: Kari Goldade - IBAND, Julie Ellingson – ND Stockmen's

**A motion was made to approve the agenda by Zahn, seconded by Kickertz-Gerbig. Motion passed.**

### ***Minutes***

**A motion was made to approve the minutes of the June 13 board meeting by Amundson, seconded by Zahn. Motion passed.**

### ***Financial Report***

Secretary/Treasurer Nehl reported on the June 2023 month, fiscal year end financials, and July 2023 financials. **Nehl moved to receive and file the June and July financial reports, seconded by Lachenmeier. Motion passed.**

### ***New Hire***

Wardner announced Leeann Rosencrans has been hired as the Collections and Compliance Specialist. Her start date is Friday, September 1<sup>st</sup>, 2023.

### ***National/International Items***

Mid-Summer Conference – Price, Amundson, Nehl, Maddock, Zahn, and Helbling gave reports from Federation Checkoff Committee meetings in San Diego. Price participated in and reported back to the board on the Safety & Product Innovation Committee. Amundson was participated in and reported back to the board on the Nutrition and Health Committee, Nehl participated in and reported back to the board on the International Marketing Committee, Zahn participated in and reported back to the board on the Domestic Marketing Committee and Helbling participated in and reported back to the board in the Consumer Trust Committee. Maddock participated in Beef Promotion Operating Committee working group meeting.

Operating Committee meets September 6-7 in Denver- meetings will be available to attend online. Board members interested in attending online will email Nicole and she will register and send a link. Price suggested the second day would be most beneficial to watch.

### ***Proposals***

Wardner shared a proposal from KFYZ Television on a state-wide campaign. The proposal includes linear and streaming television. It also includes multiple avenues to reach consumers. Wardner shared that *Powered By Beef* would be the brand that is promoted through this opportunity. This campaign would start September 1st. Cost will be \$25,000 for 12 months. KFYZ Television to replace the Bison TV.

Wardner also shared an opportunity to partner with beef belt states to advertise during the National Finals Rodeo using the BIWFD brand on the Cowboy Channel. **Zahn moved to send the proposals to the Budget committee for further discussion and evaluation seconded by Nehl. Motion passed.** The budget committee will meet via conference call and will bring recommendations back to

the full board.

***Events/Issues/Updates:***

Military Appreciation Day –Patten reported Wardner and Patten represented ND Beef Commission. 1400 Military family members attended.

Wardner reported on the Powered By Beef, Collegiate Tour. It will be August 21-23. Amy Goodson, a registered sports nutrition dietitian will be the speaker traveling to the universities and colleges participating in Powered By Beef.

Tailgating is fast approaching and Wardner shared NDBC will be at NDSU on Sept 9, 16, 30 and will be tailgating at UND for the first time on October 14. Board members are needed to help with these events and interact with consumers. Please reach out to Wardner if you are able to participate.

***Other Business***

Board Appointments – not appointed. Wardner has been in contact with the governor's office and will be notified when decision is made. Does not have a set timeline.

Helbling announced the committee assignments for the 23/24 fiscal year.

Policy - Amundson, Patten, Nehl, and Price (Meeting on August 24<sup>th</sup>)

Budget - Nehl, Patten, Amundson and Lachenmeier

Audit - Nehl, Kickertz-Gerbig, Zahn and Helbling

Personnel - Helbling, Kickertz-Gerbig, Patten, and Zahn

Marketing - Zahn, Lachenmeier, and Amundson

Wardner will send an updated committee and contact list to directors.

Beef Promotion Operating Committee will meet on September 6 & 7<sup>th</sup> in Denver. Price and Maddock will be participating.

Stockmen's Convention is on Sept 28-30 in Watford City. Helbling is scheduled to speak at lunch on Saturday. Price and Wardner will present to the Research and Education Committee on Friday. NDBC will have a booth at the tradeshow staff will man.

Annual Conference in Orlando February 1-3, 2024. Attendance is needed for scheduling.

***Next meetings:***

Sept 13, 2023 - Board workshop – NDBC Board Room 9am-5pm

Sept 14, 2023 – NDBC Conference Room—start at 8:30am

**A motion was made to adjourn by Kickertz-Gerbig, second by Amundson. Motion Passed**

**Helbling adjourned the meeting at 9:05am.**