

NORTH DAKOTA BEEF COMMISSION MINUTES  
March 16, 2023

***Call to Order***

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 10:01 AM.

Directors Present: Voll, Jason Zahn, Sharon Kickertz-Gerbig, Brian Amundson, Joy Patten, Jess Nehl, Lilah Krebs, Matt Lachenmeier, Fred Helbling. Ex-Officio Clark Price. Virtual: Krebs, Helbling Absent: Ex-Officio Maddock

Staff Present: Nicole Wardner, Wendy Masset.

Guests: Sara Leno – HRMS, Joan Hoovestol, Joan Zimmerman – NDSA, Joy Soriede-Kinsey - NDCW, Craig Zimprich - NDSCS, Kyle Armitage – NDSCS.

The agenda was presented for approval. Amundson asked for discussion items pertaining to policy review and the policy committee to be added to the agenda. Voll added the item under committee reports. **A motion to approve the agenda was made by Kickertz-Gerbig, seconded by Zahn. Motion passed.**

**Motion to approve the February 23<sup>rd</sup>, virtual meeting minutes was made by Zahn, seconded by Nehl. Motion passed.**

***Financial Reports***

The February 2023 financial report was reviewed. Wardner answered questions from the board. **A motion to receive and file the financial statement was made by Amundson, seconded by Nehl. Motion passed.** Masset gave a collection and compliance update. Wardner informed board members of a CD expiring on March 18<sup>th</sup> for \$151,000 of national funds. No action was taken, and funds were returned to the NDBC account at the ND State Treasury.

***Committee Reports***

Committees will be starting their work as the June board meeting approaches. The personnel review committee and marketing plan committee will set dates to begin work. The budget committee will meet after the other two committees.

Voll updated the board on the executive director position. The position was posted on March 13<sup>th</sup>. Voll and Sara Leno, HRMS, have been working on a timeline for hiring the executive director position. **A motion was made, by Voll, for the board Chair and HRMS to select the top applicants to move on to interviews, the Personnel Committee would then interview those candidates and select one finalist for the full board to interview, seconded by Zahn. Discussion followed. Zahn moved to amend the motion for the Personnel Review Committee to bring more than 1 candidate for the final interview, Nehl seconded. Amendment passed. Discussion on the amended motion followed.**

**Motion failed.** Amundson moved, the board as a whole, reviews redacted candidate applications; and ranks candidates with a qualified ranking system-after ranking candidates then selects qualified candidates for interview and conducts interview and hires final candidate, Kickertz- Gerbig seconded. Discussion followed. **Motion passed.** Voll and HRMS will send out a rubric of questions for evaluating applicants.

**Amundson moved to change the description of the Policy Committee on page 13 of the NDBC policy manual as follows: Annually, a committee (consisting of 4 board members and of those members no more than 1 ex-officio) shall be appointed by the board to do a thorough review of all board policies and actions' and offer any changes or updates necessary to the policy manual for board review and approval. The committee shall also be responsible for determining if any policy has not been adhered to and report to the board if policy violations have occurred. Seconded by Patten. Discussion followed. Motion passed.**

### ***National/International items***

Price gave a Federation update including the Beef. It's What's For Dinner 300 X-finity Race. Additional information was shared about Executive Committee meetings he has attended as the Federation Chair. Price and Maddock will be attending the Beef Promotion Operating Committee new member orientation the week of April 4<sup>th</sup>.

\*USMEF will be holding their spring meeting May 24-26 in Minneapolis. Anyone interested in attending should let Wardner know.

Amundson asked about previous involvement of NDBC in USMEF meetings and if NDBC had a more active involvement in leadership decisions and discussions. Price responded previously NDBC had a board member cover this portfolio, but recently that has not been the case. Amundson suggested that the board consider having more involvement and determine at a later board meeting if the NDBC should become more involved in the future.

### ***State Items***

Lachenmeier gave an update on the SBARE Animal Research proposal meeting. He represents NDBC on this board. He shared the research projects and the amount of funding that was awarded to each.

### ***NDSCS report***

Kyle Armitage and Craig Zimprich updated the board on the funds received and how it was implemented and how it impacted students attending NDSCS. The Culinary Department had invested in equipment to learn new methods of beef preparation, and the Animal Science Department reported on 2 individuals who received sponsorship dollars for meat cutting and processing. **Zahn moved to spend \$14,000 in budget funds for meat cutting and processing and culinary programs through grants and sponsorships, Kickertz-Gerbig seconded. Motion failed.** The board directed Wardner to gather more information for a new funding request to be brought to the board at the April meeting. NDSCS will complete a P.E.M Promotion, Education, and Marketing Funding Request Form. The board will evaluate and decide.

### ***Military Appreciation Day***

Zimmerman presented the proposal for funding of the event. This is the 18<sup>th</sup> year of the event.

**Voll passed the gavel to Vice Chair Zahn to continue to conduct the meeting.**

### ***ND CattleWomen update***

Soriede-Kinsey updated the board on the promotional events the ND CattleWomen have executed and planned for the remainder of this fiscal year.

### ***Event and Programming Report:***

Wardner reported on the status of the contract for Clearwater. The board directed Wardner to send a copy of the contract to the whole board before further discussion. Wardner provided details on May is Beef Month plans. Voll presented an idea for producer communications using radio. The board directed Wardner to prepare options for execution. An update on Powered By Beef was reported by Wardner and plans for the next fiscal year. The Board directed Wardner to register a state and national trademark for Powered By Beef.

### ***Other Business***

Wardner informed the board that NDBC received the Golden Grains Award from the ND Academy of Nutritionists and Dietitians. NDBC recently hosted NDAND for their virtual symposium. NDBC will participate in National Ag Day at the Capitol, March 21. Helbling will represent the board at the booth. Nehl will attend new director orientation in Denver, March 23-24. Voll will attend US MEF Export Strategy Meeting April 4, in Denver.

**Motion to adjourn the meeting made by Patten, seconded by Kickertz-Gerbig. Meeting adjourned at 3:05 pm.**