

NORTH DAKOTA BEEF COMMISSION MINUTES
September 14, 2023

Call to Order

North Dakota Beef Commission (NDBC) Chair Fred Helbling called the meeting to order at 10:00 am.

Directors Present: Fred Helbling, Jason Zahn, Jess Nehl, Sharon Kickertz-Gerbig, Brian Amundson, Joy Patten, Denise Rohweder and Valerie Wagner. Absent was Director Matt Lachenmeier. Ex-Officio Directors Present: Clark Price & Travis Maddock

Staff present were Wendy Masset, Leann Rosencrans and Nicole Wardner.

Guests Present: Kyle Armitage - NDSCS, Alyssa Glass - Clearwater, Mary Graner - CBB, Laura Lacher Clearwater, Leslie Shirek - NDSCS and Craig A. Zimprich - NDSCS.

Introductions to Leann Rosencrans, Collection and Compliance Specialist, and Denise Rohweder and Valerie Wagner the new Board Members were made to the board.

The agenda was presented. Wardner added Budget Committee minutes as item 4.c. and CD expiration as item 5.d. **Zahn moved to approve the agenda with the additions, second by Kickertz-Gerbig. Motion passed.**

Minutes were presented from the August 17 conference call, policy committee minutes and budget committee minutes. **Kickertz-Gerbig moved to approve the conference call, policy and budget minutes, second by Patten. Motion passed.**

Financial Update

Nehl reported on the August 2023 Financial Report. Nehl moved to receive and file the August financial report, second by Amundson. Motion passed. CD expiration dates were discussed. **Zahn moved to re-invest the December expiring CD for one year at the highest rate offered, second by Nehl. Motion carried.**

Collection and Compliance

Rosencrans reported on collection and compliance efforts. She reported yearly calendars and letters to producers selling beef of their own production were mailed. The board requested, at the next quarterly meeting, to receive information on how many Beef CheckOff payments are received automatically and how many after the research process. The board suggested mailing a thank you letter to those paying the CheckOff for their investment into the program, including specific information on where their funds are being spent. The board requested sending invitations to those paying the CheckOff when we have events in their area they could attend.

State Audit

Wardner reported the State Audit is in progress. The Audit Committee will report at the December meeting.

Request for Funding

North Dakota State College of Science (NDSCS) met with the board by virtual call to request funding. Leslie Shirek, Program Outreach Specialist, introduced Craig A. Zimprich, Meat Department Chairman and Instructor and Chef Kyle Armitage. Funding for the 9-month Program in Meat Processing was requested. A detailed explanation of the only professional culinary program was given. **Amundson moved to fund the Meat Processing Program with \$8,000 of scholarship funding, which is \$2,000 per student, up to 4 students, with the stipulation that any portion not used is returned to the NDBC, second by Zahn. Discussion was that a request will be sent with the funding that the**

NDBC receives a report on the measurables since the beginning of the program. Motion carried. Zahn moved to fund \$6,500 to NDSCS for the Culinary Program for Program Instruction, second by Amundson. Motion carried.

Policy Committee Report

Amundson reported on the Policy Committee. Amundson, Nehl, Patten and Clark met virtually on August 24. They went through the manual together making grammar changes and will each go through the manual individually and also research other commodity policy manuals and will meet again before they bring their recommendations to the Board at the December meeting. **Nehl moved to approve the Policy Committee report, second by Kickertz-Gerbig. Motion Passed.**

Attorney General Meeting Report

Wardner gave a report on her meeting with the Attorney General's Office on Code of Conduct and confidentiality. Wardner suggested and the board agreed to invite the Attorney General to meet with the board at the December meeting.

Clearwater Communications Report

Clearwater Communication Account Executives Alyssa Glass and Laura Lacher met with the board on producer and consumer strategy. Clearwater has been contracted with NDBC since 2018. Alyssa requested receiving more pictures of working with cattle or cooking beef and explained how to get more followers. The board requested receiving information on specific measurables about our followers and people who engage with our social media.

National Meetings

The Operating Committee Report was given by Ex-Officio's Clark and Price.

A Federation update was given by Ex-Officio Clark.

The importance of having NDBC Board Members attend the National Convention in Orlando, FL was discussed, and plans will be made for those Directors attending.

The Cattlemen's Beef Board (CBB) update was given by Executive Mary Graner. Graner reported the CBB meets quarterly, sometimes virtually in-between. Graner expressed a longer meeting would be helpful so they could have more information on the AR's. Graner also expressed, she would like to see more funds going to Promotion and less to Research.

Nehl moved for the board to support Maddock running for Vice Chair of the Federation and Operating Committee and for the board to support Helbling running for the Operating Committee for the Federation, second by Kickertz-Gerbig. Motion carried.

International Programs

USMEF membership dues are up for renewal and were discussed by the board. **Amundson moved to pay for 1 membership for USMEF, second by Patten. Discussion was to have one board member represent NDBC to have a vote at the meetings and report to the board on the export information. Motion Passed. Rohweder moved to nominate Amundson as the director representing NDBC at USMEF, second by Patten. Motion Passed.** USMEF Fall meeting is November 8-10, 2023, in New Orleans and Amundson will attend.

USMEF will have a proposal for Program Funding Request for Foreign Promotions to be presented at the October virtual meeting. Voting will take place on possible funding at the December meeting to give everyone ample time to process the information.

NDBC Programming

Wardner gave a report on the Mini Grants.

The National High School Athletics Coaches Association (NHSACA) Convention will be in Bismarck, June 22-27, 2024. There will be an estimated 800 coaches from across the United States present at this convention. The board discussed the great opportunity this would be to highlight the *Powered by Beef* program. Funding the event also provides for an editorial in the NHSACA newsletter about the importance of beef and a booth at the event. The board discussed getting Amy Goodson, author of *The Sports Nutrition Playbook*, to speak at this event. Discussion was to utilize Goodson as much as possible while she is in the state to promote other NDBC programs and events.

Producer meetings were discussed by the board. Wardner will schedule meetings in Golden Valley and Carrington in late November. Each meeting will have a 2-hour program with three 30-minute sessions on CheckOff 101, Marketing and where CheckOff money is spent.

Wardner reported a November ad will be placed in the *North Dakota Stockman* magazine to remind producers selling beef of their own production about paying CheckOff.

Wardner reported on facilitating, not funding, ranch signs for producers to purchase. Suggestions were to get prices on 4'x8' metal signs that promote beef, for producers to place at their ranches, farms or along the highways.

The Consumer Dashboard is a questionnaire about what North Dakota consumers think about beef that the National Cattlemen's Beef Association illustrates. The compiled information was not yet available and will be presented at a future meeting.

Other Business

North Dakota State University tailgating will be Saturday, September 16. Wardner and possibly Helbling will be representing NDBC. Wardner, Rosencrans and possibly Amundson will be representing NDBC at the Saturday, September 30 tailgating.

Next Meetings

October 19 - Virtual call. 8 a.m.

November 16 - Virtual call. 8 a.m.

December 14 - Quarterly board meeting. 10 a.m.

Adjourn

Amundson **moved to adjourn, second by Kickertz-Gerbig.** Meeting adjourned at 2:29 pm.