

# NORTH DAKOTA BEEF COMMISSION MINUTES

## June 20, 2024

### **Call to Order**

North Dakota Beef Commission (NDBC) Chair Fred Helbling called the meeting to order at 10:02 a.m.

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

Directors Present Virtually: Denise Rohweder and Val Wagner.

Staff Present: Wendy Masset, Leann Rosencrans, Nicole Wardner and Rhiannon Wenzel.

Guest: Upcoming board members-Carmel Miller, Lane Marshall, and Austin Henderson, and Alyssa Glass, Clearwater Communications.

Introductions of guest, newly appointed directors, and new communications specialist.

Wardner made the following additions to the agenda: Under Financial report, added collections and compliance report and refund application reconsideration. Under National/International items, added State to the header and added Peltier Ribbon Cutting Report-Travis & Joy. Under Reorganization of the Board, added USMEF Representative. Under Other Business, added Ag Coalition Representative and SBARE Research Board Representative. Under Clearwater Communications, Nehl requested to remove Meeting report-Jess. The agenda was presented for approval. **Kickertz-Gerbig moved to approve the agenda with additions, second by Patten. Motion carried.**

**Zahn moved to approve the minutes from the May 30 conference call, and the committee minutes from the Personnel, Budget and Policy Committees, second by Kickertz Gerbig. Motion carried.**

### ***Financial Report***

Nehl gave an update on the May 2024 Financial Report. **Nehl moved to receive and file the May financial report, second by Lachenmeier. Motion carried.**

Rosencrans gave an updated collections and compliance report. Discussed when a producer remits the beef Checkoff twice on the same sale.

Wardner presented a refund application reconsideration requested by the producer for the board's decision. No action.

Alyssa Glass, Clearwater Communications, gave an end of the year report for work completed for the Beef Commission. Social media, beef month, and producer communications were topics highlighted. Clearwater's contract will be expiring June 30<sup>th</sup> and Alyssa thanked the board for all the years, NDBC contracted with Clearwater.

### ***State/National/International***

Patten and Maddock gave a brief overview of the Peltier Ribbon Cutting ceremony they attended on June 12<sup>th</sup>. Discussion was had on contract requirements that still need to be met.

Summer Business Meeting is July 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup> in San Diego. Attending will be Amundson, Maddock, Nehl, Patten, Wagner and Wardner. Registrations have been completed.

Cattlemen's Beef Board – Mary Graner and Jason Schmidt were not present to give a report.

USMEF. Nehl gave a presentation on the USMEF Beef Leadership that was held in South Korea and Japan. His primary take-aways were: the beef Checkoff logo was very evident, they choose quality over sustainability, highly marbled product fits well into their culture and they use direct heat cooking, not ovens.

### ***Committee Reports***

#### ***Policy Committee***

Amundson presented on the policy meeting held on June 11<sup>th</sup>. The recommendations included language to clarify the liabilities section of the policy manual and employee policies. **Zahn moved to accept and approve the policy committee updates, second by Kickertz-Gerbig. Chair Helbling called for discussion.**

**Nehl moved to amend the motion and add under OFFICERS, Officer Responsibilities, Secretary/Treasurer:, Reviewing the monthly refund listing. Has the ability to review records that are not open under 4.1-03-18. Agrees not to release or share or make those records public. A court could view such records as confidential and could result in a Class B Felony, the motion was seconded by Amundson. The Amendment passed. Amundson moved to amend the motion to add a paragraph at the end of MEETINGS, In-Person meetings: NDBC will provide directors a virtual link to a quarterly meeting if they are unable to attend for approved reasons. Directors should contact the Executive Director and discuss the reason for joining virtually. Presenters not able to attend in-person will be provided a virtual link to present. All other meeting guests will be required to attend in person, if they choose to observe in-person meetings., the amendment motion was seconded by Lachenmeier. Amundson then amended his amendment motion by striking Executive Director and placing Chair, second by Lachenmeier. Helbling called for a vote on the amended amendment. Amended amendment passed. The Amended motion was then voted upon, Amended motion carried.**

#### ***Marketing Committee***

Zahn reported for the marketing committee strategic priorities. **Zahn moved to approve the 2024/2025 strategic priorities plan and marketing plan, second by Amundson. Motion carried.**

#### ***Personnel Committee***

Helbling reported on the personnel committee report. **Helbling moved to accept the Personnel Committee report and the changes will be reflected in the budget, second by Kickertz Gerbig. Motion carried.**

#### ***Budget Committee***

Nehl presented the recommendations from the budget committee meeting as reflected in the budget committee meeting minutes. **Nehl moved to approve the recommendations, second by Patten. Motion carried.**

**Nehl moved based on the budget committee recommendations to approve investing an additional \$124,000 (State) into a CD for 9 months at the highest interest rate available, second by Lachenmeier. Motion carried.**

### ***Reorganization of the board:***

#### ***Election of Officers***

Chair: Helbling opened nominations for Chair. **Amundson moved to nominated Zahn for Chair, second by Patten. No other nominations. Nehl moved that nominations cease and cast a unanimous vote for Zahn, second by Amundson. Motion carried.** Helbling handed the gavel to Zahn.

Vice Chair: **Nehl moved to nominate Patten for Vice Chair, second by Helbling. No other nominations. Zahn called for a verbal vote. Patten elected.**

Secretary/Treasurer: **Amundson moved to nominated Nehl for Secretary/Treasurer, second by Kickertz-Gerbig. No further nominations. Zahn called for a verbal vote. Nehl elected.**

Federation Directors: **Helbling moved to have the executive committee as federation directors, second by Lachenmeier. Discussion was had. All opposed. Motion failed.** Zahn asked for nominations for the 3 open federation seats. Amundson, Nehl, Patten, Wagner and Zahn all expressed interest. Amundson withdrew his name from consideration. Ballot votes were cast for the 3 Federation Directors. **Nehl, Patten and Zahn elected as the 3 Federation Directors.**

USMEF Representative: **Nehl moved to nominate Amundson for the NDBC USMEF Representative, second by Patten. Motion carried.**

Ex-Officio Directors: **Nehl moved to nominate Helbling and Maddock as Ex-Officio Directors, second by Lachenmeier. Amundson called for question. Helbling and Maddock elected.**

### ***Other Business***

Ag Foundation membership: **Amundson moved to nominate Wagner for the Ag Foundation Member, second by Lachenmeier. No further nominations, a verbal vote was cast. Wagner elected.**

Ag Coalition Representative: **Patten moved to nominate Rohweder for the Ag Coalition Representative, second by Kickertz-Gerbig. Helbling moved to cease nominations. Rohweder elected.**

SBARE Research Board Representative: **Amundson moved to table the nominations for the SBARE research board representative until the September meeting with the new board members, second by Kickertz-Gerbig. Motion carried.**

### ***Future Meeting Dates***

July 23<sup>rd</sup> Military Appreciation Day in Minot

In person board meetings have been changed to Wednesdays.

July 31<sup>st</sup> 8am Board Meeting (Virtual)

August 28<sup>th</sup> 8am Board Meeting (Virtual)

September 24<sup>th</sup> Board Training Day (in person)

September 25<sup>th</sup> Board Meeting (in person)

October 30<sup>th</sup> Board Meeting (Virtual)

November 20<sup>th</sup>- Board meeting (Virtual)

December 11<sup>th</sup> Board Meeting (in person)

**Kickertz-Gerbig moved to adjourn the meeting, second by Helbling. Motion carried. 2:15pm**