

NORTH DAKOTA BEEF COMMISSION MINUTES
September 12, 2017

The North Dakota Beef Commission meeting was called to order at 10:00 am, September 12, 2017, in Bismarck by Chairman Jodi Carlson. Members present were Carlson, Gloria Payne, Lilah Krebs, Dan Rorvig, Jim Bitz, Mark Voll, Travis Maddock, Weston Dvorak, and Mark Wagner. Members absent were exofficios Clark Price, Jerry Effertz and Jeff Dahl. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests present at various times throughout the day included: Shaun Quissell and Jessie Pfaff of the ND Ag Dept.; Julie Ellington of ND Stockmen's Association.

A motion to approve the agenda was made by Rorvig, seconded by Payne. Carried.

A motion to approve the minutes was made by Voll, seconded by Wagner. Carried. Bateman reported that she had checked with Risk Management following a question about board insurance and workers compensation coverage for board members. The Commission is insured through the Risk Management fund for things that would be included under a director and officer type of policy and individual members also would be eligible for workers compensation coverage if they were ever injured while on Commission business.

Financial reports for June, July and August were discussed, questions answered and there was some additional explanation of reports and budgets for the benefit of the new members. **A motion to approve the financial reports was made by Dvorak, seconded by Maddock. Carried.** Bateman explained the need to amend the research section of the new budget to allow for a materials and miscellaneous expense line item for research related items that are not part of research projects. As treasurer, **Payne moved to amend the budget by adding a material and miscellaneous line and moving \$1000 into it from the funds approved 2017-18 line, seconded by Bitz. Carried.** The auditor's office will be starting the audit soon and Carlson will appoint an audit committee to review the audit report before the next board meeting and report to the board.

Bateman reviewed the activity report and upcoming events.

National Update:

Wagner and Price will attend the November USMEF meeting.

Carlson, Dahl, Wagner, Price, Effertz and Bateman attended the mid-year conference and those present reported on various committee meetings. Price is co-chair of the global growth committee and Effertz is currently the Chair of the Federation of State Beef Councils. Moving forward Dahl asked Bateman to relay that he would like to resign his position as exofficio and a Federation director so the Commission vice chair can be appointed to the Federation. **A motion was made by Maddock to remove Dahl as an exofficio member and Federation director and elect Wagner to the open Federation position, seconded by Dvorak. Carried**

Bateman asked if the board would like to recognize Effertz when he completes his term as Federation Chair at the national cattle industry convention. **A motion was made by Maddock to present Effertz with an appropriate gift from the ND Beef Commission at the national convention with Bateman and Carlson in charge of handling it, seconded by Dvorak. Carried.**

There was discussion regarding Commission member attendance at national meetings of organizations the Commission is involved with. **A motion was made by Maddock to change the board policy to allow board members to travel to the national convention, mid-year conference and/or USMEF meetings two times per year, seconded by Voll.** After extensive discussion including pros and cons of a change like this, **Maddock offered an amendment to the motion to allow board members to travel to one national meeting of the member's choosing from those mentioned and any additional travel would be at the discretion of the executive committee and executive director, seconded by Weston. Amendment carried. The motion as amended carried.**

Bateman gave a brief update on the Cattlemen's Beef Board. CEO Polly Ruhland has submitted her resignation and has accepted the position of CEO with the United Soybean Board

which would be the CBB counterpart for the national soybean checkoff. Pat Becker, one of ND's CBB directors, will also be terming out in January on the CBB and a new person will be appointed by the Secretary of Agriculture. Bateman also explained some current national beef checkoff legal issues. USDA is being sued by RCalf in MT and the MT Beef Council has been negatively affected. A rancher in Utah is also suing USDA and the Utah Beef Council has been drawn into the suit which has some similarities to the MT case.

There was discussion regarding board member in-state travel reimbursement. The current reimbursement policy follows the state's required policies and rates when reimbursement is requested.

Jessie Pfaff from the Ag Dept. discussed drought issues and gave an update on the hay lottery for hay that has been donated and shipped to NDSU from various states. Quissell continued with an update on their hay transportation assistance program made possible through a \$1.5 million grant from the Emergency Commission. Concerns were raised regarding companies raising their trucking rates and unchecked and terrible noxious weed problems in CRP in eastern counties of ND and asked Quissell to please relay these concerns to the Commissioner.

Ellingson gave an update on cattle numbers reporting that through July of this year there has been a 24% increase in brand inspections, many related to the drought. The NDSA convention will also have speakers and committee sessions related to the beef checkoff program. Bateman, Effertz and Dr. Sherri Stastny of NDSU who is conducting research funded cooperatively by the Commission and NCBA will all be part of a research presentation in the research & education committee, Paul Clayton with the USMEF will address the general session on the foreign market, and Jerry Effertz will be receiving their top hand award.

The approved marketing plan was distributed. There was discussion about benchmarking progress being made against the plan and budget and revisiting the mission statement for the future. The full board needs to be engaged in discussing the mission statement. Maddock is chair of the policy and procedures task force and will work with Bateman and the task force to gather ideas and thoughts for the board prior to the next meeting. Then some time will be set aside at the December meeting to work on a vision and mission statement. The December meeting will begin at 9 a.m. to accommodate this.

The revised policy manual was distributed. **A motion to approve the revised policy manual developed by the executive committee was made by Bitz, seconded by Wagner. Carried.** Bateman said that additional changes will be worked on as the task force continues reviewing policies and procedures this year. **A motion was made by Maddock to change page 25 to reflect more current costs and increase \$500 to \$1000 and then the following \$1000 be increased to \$3000, seconded by Wagner. Carried.** As is policy, the NDBC Statement of Acknowledgement and Agreement was distributed to board members for their signature regarding agreement to abide by policies and procedures of the NDBC.

The policies and procedures task force reported on their work. Carlson appointed Maddock to chair this. Some of the things that came to the top of the discussions included communication training for board members so they are better prepared to be the face of the Commission and beef checkoff, doing more to engage with those that pay the checkoff, benchmarking success with checkoff programming, determining the appropriate target audience for programming, relaying the value of research to producers, and more tightly defining priorities within each of the major program areas. Within the research area, in December it will be necessary to come to a consensus about research priorities so when RFPs are sent out there is more direction for the researchers considering applying for funding.

Meeting adjourned at 4:25 pm.