

NORTH DAKOTA BEEF COMMISSION MINUTES
December 7, 2018

The North Dakota Beef Commission meeting was called to order at 9:00 am, December 7, 2018, in Bismarck by Chairman Mark Wagner. Members present were Wagner, Gloria Payne, Sharon Kickertz-Gerbig, Fred Helbling, Matt Lachenmeier, Mark Voll, Travis Maddock, Weston Dvorak, Clark Price, and Lilah Krebs. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests present at various times throughout the day included: JaCee Aaseth and Deana Wiese with Clearwater Communications; Barb Downey- NCBA Region 7 Federation vice president; Barb Wilkinson with NCBA; Julie Ellingson with ND Stockmen's Association, CBB director Ray Erbele, NDBQA staff member Lisa Pederson; Randy Schmeling and Justin Swanson with the NDSU Foundation; Dr. Eric Berg and Dr. Marc Bauer with NDSU Animal Science Dept.; and Frank Tomac.

The agenda was presented. Voll asked to have CRM (customer relations management) added to agenda. **A motion to approve the agenda with the addition was made by Voll, seconded by Dvorak. Carried.**

The minutes of the previous meeting and a conference call were presented. **A motion to amend the minutes to the shorter version was made by Dvorak, seconded by Maddock. Carried. A motion to approve the amended minutes was made by Maddock, seconded by Voll. Carried.**

The audit committee, including Maddock as chair, Payne, Wagner and Voll, met with the auditor from the State Auditor's Office to review the audit. Maddock gave their report. **A motion to approve and file the audit report was made by Maddock, seconded by Helbling. Carried.**

Financial statements for September and October and additional collection and compliance reports were reviewed. **A motion to receive and file the financial reports was made by Dvorak, seconded by Payne. Carried.**

Barb Downey, Federation of State Beef Councils Region 7 Vice President, made a presentation to the board.

Berg, Schmeling, Bauer and Swanson presented information regarding the proposed NDSU Ag Product Development Center. **Lachenmeier made a motion to not fund the request and Maddock and Bateman will draft a letter explaining why, seconded by Kickertz-Gerbig. Carried.**

Tomac requested and received time to speak to the board regarding a compliance letter he received.

National/international updates were given. Price reported on the Beef Promotion Operating Committee. Erbele gave an update on the CBB budget for 2019. Price, Helbling, and Voll reported on the USMEF meeting. Bateman reported that USMEF has an opportunity to match state funds with federal ATP funds. **A motion was made by Maddock to provide USMEF with \$75,000 from special projects for additional international marketing, contingent upon a proposal from USMEF for the use of these funds, seconded by Helbling. Carried.**

Price has agreed to submit his name to the NCBA nominating committee for the position of vice chairman of the Federation of State Beef Councils and a second term on the Beef Promotion Operating Committee. **A motion was made by Dvorak to support Price's nomination and send a letter of recommendation from the Commission, seconded by Helbling. Carried.**

The request for proposals (RFP) for research was reviewed. **A motion was made by Voll to amend the current RFP to include "product innovation" and to update the scoring sheet, seconded by Lachenmeier. Carried.**

Bateman reviewed the Executive Director Activity report.

Kickertz-Gerbig gave an update on ND CattleWomen activities for state president, Kathy Tokach.

Pederson gave a BQA update.

Shawn Darcy and Beejan Mehrabani, consumer market research staff members at NCBA, presented the Dashboard Consumer Research Results.

Clearwater Communications staff members Deana Wiese and JaCee Aaseth presented the producer and consumer communication strategies.

Funding requests were reviewed. The NDSU Bison Dairy Club requested sponsorship consideration for the Midwest Regional American Dairy Science Association Student Affiliate Division Conference at NDSU January 25-27, 2019. **A motion was made by Krebs to sponsor at the \$1000 level, seconded by Maddock. Lachenmeier made a motion to amend and raise the sponsorship to \$2000 and require that Maddock speak to the group, seconded by Krebs. The amendment to sponsor at \$2000, have Maddock speak, and Bateman and Wagner make a decision if a speaking position is not available carried. Amended motion carried.**

Voll spoke on CRM (customer relations management).

2019 Meeting dates were discussed. Tentative 2019 dates are March 7-8 in Fargo, June 18, September 12 and December 5 in Bismarck.

Meeting adjourned at 4 pm.