

NORTH DAKOTA BEEF COMMISSION MINUTES  
Virtual Conference Call  
February 18, 2026

North Dakota Beef Commission (NDBC) Vice Chair Joy Patten called the meeting to order at 8:02 a.m.

Directors Present: Patten, Jess Nehl, Brian Amundson, Lane Marshall, Denise Rohweder, Valerie Wagner, Austin Henderson, Carmel Miller, Jason Zahn and Ex-Officio Director Travis Maddock.

Staff Present: Wendy Masset, Jessi Hummel, Jenna Paul and Nicole Wardner.

**Marshall moved to approve the agenda as presented, second by Miller. Motion carried.**

Patten called for the disclosure of any conflicts of interest. None were declared.

Minutes were previously delivered from the January 21, 2026, board meeting. **Miller moved to approve the January, second by Nehl. Motion carried.**

*Financial Report*

Nehl gave an update on the January 2026 financial report. **Nehl moved to receive and file the January financial report, second by Rohweder. Motion carried.**

*Office Update Report*

Wardner reported the remodel project for the storage space in the office was about to begin. Staff had removed all materials and storing them in the office conference room. The project should be completed by the middle of March.

*National/International*

Patten called on Wardner to update the board on E-Commerce investments. She shared the opportunity to partner and invest in higher populated states came about, in addition to the national dollars the Beef Commission already invested into the campaign. The Executive Committee approved a \$10,000 investment to buy-up the Arizona market and partner with the Georgia Beef Council with a \$5,000 investment to buy-up the Georgia market. Both investments reach over 20 times the population of North Dakota.

USMEF invited North Dakota Beef Commission Directors to participate in a Red Meat Symposium trip to Mexico City. **Miller moved to approve the funding for Amundson and Zahn to attend the 3 day trip, representing NDBC. Second by Marshall. Motion carried.**

*Event Updates*

Patten gave a brief report on her attendance to Medora Beef Days hosted by the Stark/Billings and Golden Valley NDSU Extension Offices. Wardner gave a brief report on the ND Livestock Alliance Summit and the ND Veterinary Reserve Corp meetings she attended. Patten and Marshall provided BQA training reports from their local meetings and Wardner informed the board the ND Barley Council reached out to partner again and reach ND consumers this summer. A meeting is pending and more information will be available at the March meeting.

*Federation Information*

The spring session of orientation for new directors and staff, hosted by the Federation of State Beef Councils, is scheduled for March 18-19. This year BPOC directors are asked to attend. ND will send Maddock and Amundson (BPOC), Marshall (NDBC), and Hummel (staff).

### *Next Meetings*

National Checkoff orientation conflicts with both the quarterly March meeting, and the Marketing Committee meeting needs to be rescheduled, there is a conflict for the 4<sup>th</sup>. A new March meeting date of March 25<sup>th</sup> was set. Start time at 9 am. Staff will update all the posted times and dates required by state century code. Amundson will meet with Marketing Committee members to schedule a date and time.

Three things from this meeting to share with stakeholders:

1. Directors discussed recent event updates, including Medora and upcoming Beef Quality Assurance (BQA) events. They noted the value of participating in these meetings to engage with important groups and reach audiences who may not fully understand the capabilities and work of the Beef Checkoff.
2. Directors highlighted ongoing collaboration between staff and the North Dakota Barley Council to leverage funding and work cooperatively with other organizations. They noted that aligning missions and resources with partner groups is helping advance shared goals and that these partnerships are moving in a positive direction.
3. Directors noted the importance of investing checkoff dollars in key markets such as Phoenix and Georgia to support demand-building efforts for beef.
4. Directors offered recognition to staff member Jessi for the work she is doing in support of Commission activities.

**Amundson moved to adjourn the meeting, second by Zahn. Motion carried.** Meeting adjourned at 8:48 a.m.