

NORTH DAKOTA BEEF COMMISSION MINUTES  
June 18, 2018

The North Dakota Beef Commission meeting was called to order at 10:08 am, June 18, 2018, in Bismarck, ND, by Chair Jodi Carlson. Members present were Carlson, Lilah Krebs (via phone), Dan Rorvig, Jim Bitz, Mark Voll, Travis Maddock, Weston Dvorak, Clark Price, Jerry Effertz, Mark Wagner and Gloria Payne. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests present throughout the day were Cattlemen's Beef Board director James Schmidt, ND CattleWomen's president Jolyn Wasem and president-elect Kathy Tokach.

The agenda was reviewed. **A motion to approve the agenda was made by Rorvig, seconded by Voll. Carried.**

The minutes were reviewed. Bateman reported that she had followed up with our assistant attorney general regarding changes to the refund process. Since it was not a legal question he recommended contacting other commodity groups which was done. **A motion to approve the minutes from March 27 and 28 was made by Wagner, seconded by Payne. Carried**

Financial reports for March, April and May were discussed. **A motion to receive and file the financial reports was made by Wagner, seconded by Voll. Carried.**

Wasem and Tokach reported on ND CattleWomen activities and their budget request for the coming year. They found the new RFP process valuable and it helped them to review their own projects in terms of how or if they truly were increasing beef demand by doing the project.

CBB director, James Schmidt, had questions about how checkoff dollars can or should be used regarding the "fake meat" topic. All agreed that we must stay out of policy discussions and continue to promote real beef without disparaging other meats or crossing any lines that USDA has established.

Bateman reviewed the activity report, program update and upcoming events. Price commented on the Beef Promotion Operating Committee meeting and USMEF strategic planning meeting he attended. Effertz did a beef checkoff presentation for the Minot Kiwanis. Effertz, Wagner and Maddock attended the World Meat Congress held in conjunction with the USMEF board meeting with over 750 delegates from across the world. International issues were intense and very interesting as were discussions about what consumers want in red meat worldwide. Maddock and Bateman were asked to do presentations at three NDSA Spring Roundups.

**A motion was made by Wagner to approve the minutes of the marketing planning committee, seconded by Dvorak. Carried.**

**A motion was made by Rorvig to approve the minutes of the personnel committee, seconded by Dvorak. Carried.**

**A motion was made by Wagner to approve the minutes of the budget committee, seconded by Voll. Carried.**

Bateman reviewed the proposed marketing plan. The current mission statement was discussed and several were reviewed from other states. **A motion was made by Dvorak to adopt the Oklahoma Beef Council's mission statement of "Enhance beef demand by strengthening consumer trust and exceeding consumer expectations." as the NDBC mission statement, seconded by Voll. Carried.** The NASS Ag statistics section of the plan was discussed and it was the consensus that it was needed for budgeting and should continue to be part of the marketing plan. Maddock discussed an addition regarding an NDSU animal science graduate student position that would take on an extension meats role and coach meats judging. After extensive discussion it was left in the plan but no action would

be taken until a formal request would be made from NDSU with significant detail for future consideration. **A motion was made by Maddock to approve the marketing plan, seconded by Bitz. Carried.**

The proposed budget was reviewed. The budget committee reviewed three RFPs submitted from the ND CattleWomen, NDSU Extension Beef Quality Assurance program, and the ND Stockmen's Association. All were approved by the budget committee and incorporated into the budget. Other advertising programs were discussed with several feeling there needed to be some professional advice on the best options. NCBA may be able to assist with this. **A motion was made by Bitz to approve the budget as presented, seconded by Voll. Carried.**

**Dvorak made a motion to amend the budget taking \$200,000 from the ending balance and putting \$100,000 into special projects and \$100,000 into research. Seconded by Maddock. Carried**

Dvorak discussed information that he presented to the personnel committee regarding changing job descriptions and adding a new administrative position. An executive vice president and an executive director job description were reviewed. After extensive discussion, **Maddock made a motion to move forward with the new job descriptions, seconded by Dvorak. Chair Carlson called for a roll call vote. Motion failed.**

Votes were as follows: Payne- nay; Wagner-nay; Voll-nay; Maddock-yes; Dvorak-yes; Rorvig- yes; Bitz- yes; Krebs- nay; Carlson- nay.

Funding requests were reviewed.

NDSU Harvest Bowl sponsorship – **A motion was made by Voll to fund the \$800 Harvest Bowl sponsorship level, seconded by Wagner. Carried with three votes in opposition.**

ND Agriculture magazine ad – **A motion was made by Voll to not fund an ad, seconded by Wagner. Carried**

Connect America Now request for letter of support – failed for lack of a motion.

Election of Officers.

Chair Carlson called for nominations for chair. Maddock nominated Mark Wagner, seconded by Voll. As there were no other nominations, **Dvorak moved nominations cease and a unanimous ballot be cast for Wagner, seconded by Maddock. Carried.**

Nominations were opened for vice chair. Dvorak nominated Travis Maddock, seconded by Voll. Payne nominated Weston Dvorak, seconded by Bitz. **A ballot vote was cast and Dvorak was elected vice chair.**

Nominations were opened for secretary/treasurer. Dvorak nominated Travis Maddock, seconded by Voll. Payne was nominated but declined. As there were no other nominations, **Wagner moved that nominations cease and a unanimous ballot be cast for Maddock. Carried.**

Nominations were opened for ex officio directors. **Voll nominated Clark Price, seconded by Payne. Carried.**

Federation directors were discussed. **A motion was made by Rorvig to appoint Price, Wagner and Maddock, seconded by Voll. Carried.**

Retiring directors Carlson, Bitz and Rorvig were recognized for their years of service and were presented plaques.

The next board meeting will be September 18, 2018.

Meeting adjourned at 4:45 pm.