

NORTH DAKOTA BEEF COMMISSION MINUTES
December 5, 2019

Call To Order

North Dakota Beef Commission (NDBC) Chairman Weston Dvorak called the meeting to order at 10:00 am.

Directors Present: Weston Dvorak, Mark Wagner, Gloria Payne, Sharon Kickertz-Gerbig, Fred Helbling, Mark Voll, Travis Maddock, Lilah Krebs, and ex officio Clark Price.

Director Absent: Matt Lachenmeier

Staff present: Nancy Jo Bateman, Robin Berger and Joan Hoovestol.

Guests: Deana Wiese with Clearwater Communications via phone, Lisa Pederson with NDSU Extension BQA program, John Hinnners with USMEF via phone.

The agenda was presented. **A motion to approve the agenda was made by Kickertz-Gerbig, seconded by Voll. Motion passed.**

A motion to approve the minutes of the October 29 conference call was made by Wagner, seconded by Kickertz-Gerbig. Motion passed.

Financial Update

Maddock reported on the audit committee meeting prior to the board meeting with staff from the State Auditor's Office and audit committee members including Maddock, Wagner, Payne and Helbling, and staff including Bateman. The NDBC had a clean audit and the recurring finding from the previous year. **A motion to receive and file the audit report was made by Maddock, seconded by Helbling. Motion passed.**

Bateman reported on the Legislative Audit & Fiscal Review Committee meeting and that they accepted the NDBC audit. Some discussion on other audits regarding employee and board member bond coverage was brought to everyone's attention. Bateman will check into our current bond coverage.

Bateman gave an update on the Cattlemen's Beef Board review of NDBC that took place in September, reviewed financial statements, collection/compliance report and reported on coming computer system updates. .

A motion to approve October financial reports was made by Helbling, seconded by Maddock. Motion passed.

National & International Program Updates

Maddock gave an update on the October NCBA Executive Committee meeting.

Dvorak, Helbling and Kickertz-Gerbig gave updates on the November USMEF board meeting.

A recommendation letter for Price's candidacy for Federation Vice Chair and Beef Promotion Operating Committee was signed by board.

A motion to support Mark Voll and Fred Helbling as candidates for the Beef Promotion Operating Committee was made by Payne, seconded by Maddock. Motion passed.

Bateman gave an update on NCBA research status and management agreement. Maddock proposed NDBC contract with NCBA to manage all research. Bateman will check if NCBA will do this and what it would cost .

There was discussion on proper use of funds left if a research grant finished under-budget. It was determined that final billing from the research institution must reflect actual expenses and only actual expenses will be paid. Dvorak requested an update on all outstanding research projects for the next meeting.

Program Updates

Bateman reviewed the activity and event report and gave updates on several programs. Wiese reviewed projects Clearwater is working on including digital and social media programming, NDBC stories for print and news releases. There was a wrap-up discussion on the NDSU Bison Football promotion program. If NDSU Football makes the national championship game NDSU Animal Sciences has asked NDBC to consider supporting the BBQ Bootcamp tailgating event in Frisco, TX, like in the previous year. **A motion was made by Voll to fund the beef tailgating event at \$2000 if NDSU participates, Maddock seconded. Motion passed.**

Bateman provided an update on NDSU High School Football coaches' workshop. Dvorak would like to explore opportunities to bring in speakers for sports nutrition events to advance our nutrition message. **A motion was made by Voll to support Bateman in determining the amount of funding from the budget needed to support the NDSU High School football coaches' clinic, seconded by Wagner. Motion passed.**

Bateman gave an update on several nutrition events NDBC will be participating in as an event or speaker sponsor. Locations will be in Fargo and Grand Forks.

Pederson gave a Beef Quality Assurance update.

Funding Proposal:

John Hinners, USMEF staff member, gave a presentation via phone on USMEF, the Japanese market, and a funding proposal for additional beef promotion programs in Japan. **A motion was made by Maddock to fund a \$200,000 Japan program investment with USMEF, seconded by Voll. Motion passed.**

Committee update:

The personnel committee met with Bateman and discussed a job description proposed for a new staff member. This position will focus on promotion and producer relations.

The new annual report was distributed and will be printed in the Farm & Ranch Guide's Livestock Guide and inserted in the ND Stockman.

2020 Meeting Schedule

March 3, June 16, September 22, December 1, 2020.

Maddock made a motion to adjourn, seconded by Krebs.

Meeting adjourned at 3:00 pm.