

NORTH DAKOTA BEEF COMMISSION MINUTES

July 19, 2019
Conference Call

Call To Order

North Dakota Beef Commission (NDBC) Chairman Weston Dvorak called the conference call meeting to order at 8:05 am.

Directors on call: Dvorak, Travis Maddock, Lilah Krebs, Mark Voll, Mark Wagner, Gloria Payne, Matt Lachenmeier and Fred Helbling. Directors absent: Sharon Kickertz-Gerbig and Clark Price.

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

A motion to approve the agenda was made by Krebs, seconded by Payne. Motion passed.

A motion to approve the minutes of the June 18 Commission meeting was made by Voll, seconded by Lachenmeier. Motion passed.

National & International Issues

Nominations for NCBA Region 7 Federation Nominating Committee were opened. After discussing qualifications, **Jerry Effertz was nominated by Wagner, seconded by Payne. Jeff Dahl was nominated by Helbing, seconded by Voll. A roll call vote was taken:**

Voll-Jeff Dahl

Dvorak-Jeff Dahl

Krebs- Jeff Dahl

Payne- Jerry Effertz

Maddock-Jerry Effertz

Helbing-Jerry Effertz

Wagner-Jerry Effertz

Lachenmeier-Jerry Effertz

Jerry Effertz was elected. Bateman will notify Effertz.

The USMEF Heartland Trade mission to Japan was discussed. Bateman has secured one position in the group for an NDBC member and will inquire about a second position. Dvorak and Voll both expressed interest in going. Voll was selected to go and if a second position opens Dvorak will go.

Legal Update

Bateman reported that she had contacted Dutch Bialke, assistant Attorney General, regarding whether a lien holder's name should be included on refund checks. Bialke said no and that the beef checkoff payment, and potential refund, is part of a legislated assessment or tax and has nothing to do with the proceeds from the sale of cattle. Having the checkoff paid through a deduction at the time cattle are sold is simply the collection mechanism that would otherwise have to be paid directly by the producer to the Beef Commission.

Program updates and proposals

An NDSU athletics proposal was reviewed including Bison Football tailgating, radio advertising and social media. **A motion to accept the entire proposal was made by Voll, seconded by Maddock. Motion passed.**

Bateman reported on work beginning in the state on a high school football beef program developed and piloted by the SD Beef Council called "Build Your Base With Beef."

Some questions on packer payment of the checkoff came up so Bateman explained the process to the board. Packers, like producers, pay the beef checkoff if they own cattle over 10 days and sell them or if the cattle change form – from live to beef.

A social media plan is being developed and Clearwater will be the contractor for this project. This is new and an additional program that is not covered in the original contract so Bateman will work with state procurement to amend the current contract.

Voll and Dvorak reported on the Banquet in the Field event they attended in Dickinson.

Other business:

Conference calls between quarterly meetings will be held on the last Tuesday of months between meetings. Board members will be polled regarding the best time of day for conference calls.

Conference call adjourned at 9:25 am.