

NORTH DAKOTA BEEF COMMISSION MINUTES
March 28, 2019
North Dakota Beef Commission, Bismarck, ND

Call To Order

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

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

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

Guests: JaCee Aaseth and Deana Wiese with Clearwater Communications, Cattlemen's Beef Board director James Schmidt, via conference phone - DeMetris Reed with NDSU BBQ Boot Camp, Greg Hanes with USMEF, ND Stockmen's Association officers and staff including Dan Rorvig, Jeff Schafer, Warren Zenker, Julie Ellingson and Rachael Preusse.

A motion to approve the agenda was made, seconded. The motion passed.

A motion to approve the minutes of the December meeting was made by Voll, seconded by Kickertz-Gerbig. A motion to amend the minutes was made by Dvorak, seconded by Voll. Amendment passed. The motion as amended passed.

Financial Update

Bateman presented the November 2018, December 2018, January 2019 and February 2019 financial reports, collection comparison report, annual NCBA Federation and USMEF audit reports, and proposed increase in the cost of the state audit.

A motion to receive and file the financial reports was made by Maddock, seconded by Payne. Motion passed.

A motion to receive and file the NCBA and USMEF audits was made by Helbling, seconded by Payne. Motion passed.

Bateman requested authority to close the Beef Gift Certificate account due to problems cashing these checks at restaurants and grocery stores.

A motion was made by Voll to discontinue the program and close the account, seconded by Maddock. Motion passed.

State Program Updates

DeMetris Reed discussed a new BBQ/Brisket Bootcamp event that NDSU would like funded with BBQ Bootcamp funds. Bateman was directed to include the event.

Greg Hanes with USMEF reported on 2018 results in Japan and China with ND funding and what is planned for 2019 with the \$75,000 commitment made in December.

ND Stockmen's Association officers and staff joined via conference call to discuss their support and commitment to the ND State Fair military appreciation picnic if the NDBC is willing to continue funding this partnership. All agreed to continue this event.

Weise and Aaseth previewed the new website and logo redesign, and discussed producer communications efforts in progress.

Kickertz-Gerbig provided an update on Cattlewomen programs.

The executive director report was given by Bateman

A Minot Banquet in a Field funding request was discussed. Bateman suggested that the NDBC should work with Common Ground to oversee these kinds of events or activities so they are truly an influencer event and not just a beef meal sponsorship.

National Program Updates

Price was re-elected to the Beef Promotion Operating Committee and gave an update.

Maddock gave a report on his new position as the Federation of State Beef Councils Region 7 vice president and new NCBA Executive Committee member. With Maddock moving from a ND director seat to a Region 7 seat, NDBC can appoint someone to the ND Federation seat.

Kickertz-Gerbig nominated Payne. Dvorak nominated Voll. Payne was elected as the new ND Federation director.

Bateman reported that USDA had determined the NDBC had not violated the Beef Promotion & Research Act or Order as had been suggested by a ND producer who contacted USDA in July of 2018.

The USMEF spring meeting is May 22-24 in Kansas City. Price will attend and Lachenmeier will work with Bateman to make arrangements to attend. Maddock discussed the value of USMEF producer trips to foreign countries.

A motion was made to set aside \$25,000 from special funds for up to four producers to go on the "Heartland USMEF" trip in the fall by Maddock, seconded by Voll. Motion passed.

Other Business

Bateman discussed the need to consider adding a staff member to the NDBC due to the work load and program demands. In order to begin this process with the State's HRMS department the board needs to approve this change.

A motion was made to approve the addition of a new staff person by Lachenmeier, seconded by Helbling. An amendment was made to support Bateman in developing a job description for a new staff position by Dvorak, seconded by Helbling. Amendment passed. Motion as amended passed.

Bateman suggested that an educational program on ND's open meetings and open records laws and guidelines would be beneficial for the board since there are many new members.

Wagner asked for the board's thoughts on periodic conference calls.

Voll made a motion to have board conference calls between board meetings at the chairman's discretion, seconded by Helbling. Motion passed.

The scoring process to be used for research proposals was reviewed.

Meeting adjourned at 4:40 pm.