

NORTH DAKOTA BEEF COMMISSION MINUTES
September 12, 2019

Call To Order

North Dakota Beef Commission (NDBC) Chairman Weston Dvorak called the meeting to order at 9:05 am.

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

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

Guests: JaCee Aaseth and Deana Wiese with Clearwater Communications, ND Stockmen's Association Executive VP Julie Ellingson, ND Assistant Attorney General Joseph "Dutch" Bialke, ND CattleWomen's President Kathy Tokach (via phone)

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

A motion to approve the minutes of the August 27, 2019 conference call meeting was made by Wagner, seconded by Voll. Motion passed.

Financial Update

The July and August 2019 financial and collection comparison reports were presented. The state audit is underway and the Cattlemen's Beef Board will be conducting a review in late September. **A motion to receive and file the July and August financial reports was made by Maddock, seconded by Lachenmeier. Motion passed.**

National & International Program Updates

Price and Voll reported on the USMEF Heartland Trade Mission to Japan. The fall USMEF meeting will be November 6-8. Those interested in going included Dvorak, Price, Payne, Kickertz-Gerbig, Voll and Helbling.

Kickertz-Gerbig reported on her meetings at the NCBA Midyear Conference

Price gave an update on the September Beef Promotion Operating Committee meeting. There were \$50,776,964 in authorization requests and \$40,918,500 available funds.

Maddock reported that as the Region 7 Federation vice president he will take part in the NCBA executive committee meeting in October. The Federation executive committee members will allocate the Federation funds to specific authorization requests at that meeting.

Bateman discussed the national cattle industry convention scheduled for February 5-7 in San Antonio. Wagner resigned from the Federation of State Beef Council Board of Directors. **A motion to nominate Voll to the Federation position was made by Maddock, seconded by Helbling. Being no further nominations, Payne moved to cast a unanimous ballot for Voll. Motion passed.**

Bialke did an update and review for the board on open meeting rules as a state agency. This covered transparency in sunshine laws, public notice, quorums, discussions between members of various sorts, state agencies being different than other organizations, and consequences.

A motion to recess the full board meeting and go into an executive session with the board, staff and legal counsel, for the purpose of consulting with legal counsel on national litigation matters and any potential impact there may be on the NDBC, was made

by Wagner, seconded by Kickertz-Gerbig. Motion passed with a unanimous roll call vote of all nine voting NDBC members.

The executive session began at 11:07 am. The roll of those present included: Dvorak, Kickertz-Gerbig, Price, Voll, Payne, Maddock, Wagner, Lachenmeier, Krebs, Helbling, Bateman, Berger, Hoovestol, and Bialke. Discussion took place. **At 12:09 pm a motion was made by Maddock to adjourn the executive session, seconded by Lachenmeier. Motion passed and the executive session was adjourned.**

The board meeting reconvened at 1:00 pm.

Program Updates

Ellingson gave a recap of the Military Appreciation Picnic at the State Fair and discussed the upcoming ND Stockmen's Association convention and NDBC involvement.

Tokach joined via phone to report on checkoff funded activities with the ND CattleWomen.

Bateman reviewed the activity and event report and gave updates on several programs. Aaseth and Wiese reviewed projects Clearwater is working on including digital and social media programming, NDBC stories for print and news releases. There was discussion on radio advertising, Beef Insight, target audiences and if there should be 'a voice' for specific programs.

The policy manual conflict of interest statement was covered and the statement that board members must sign acknowledging that they have read the policies and agree to abide by them. Dvorak discussed committees, their duties and if committee chairs should be opened up beyond the officers. Personnel committee will meet this fall, marketing plan committee before the December meeting, audit committee immediately before the December board meeting with the auditor, and budget committee in the spring when the marketing plan is done.

Funding Proposals:

NDSU Meat Judging Scholarship/Meat Animal Evaluation program – There is no meats judging team this year so the Meat Animal Evaluation contest was discussed. **A motion to allow the scholarship money to be moved from meats judging to meat animal evaluation was made by Maddock, seconded by Lachenmeier. Motion passed.**

Common Ground ND funding proposal – proposed a \$5000 sponsorship including 10 blogs by a Fargo Ag-friendly blogger at \$500 each with beef specific content. **A motion to approve was made by Helbling, seconded by Krebs. Motion failed.**

Other Business:

Bateman suggested the board consider making Jerry Effertz an ex-officio member due to the fact he is representing the NDBC and Region 7 on the national NCBA nominating committee. This will be added to the December agenda.

The next board meeting will be December 5.

Meeting adjourned at 4:25 pm.