

## NORTH DAKOTA BEEF COMMISSION MINUTES

August 25, 2020  
Video Conference Call

### ***Call to Order***

North Dakota Beef Commission (NDBC) Chairman Weston Dvorak called the conference call meeting to order at 8:08 am.

Directors on call: Dvorak, Matt Lachenmeier, Lilah Krebs, Sharon Kickertz-Gerbig, Gloria Payne, Jason Zahn, Travis Maddock and Fred Helbling.

Directors absent: Mark Voll, Clark Price, Jerry Effertz

Staff on call: Nancy Jo Bateman, Robin Berger, Joan Hoovestol, Nicole Wardner

Guests: Julie Ellingson with ND Stockmen's Association, Ray Erbele, Cattlemen's Beef Board

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

**A motion was made to approve the July minutes by Maddock, seconded by Zahn. Motion passed.**

### ***Financial Report***

The June 2020 year-end and July 2020 financial reports were presented. Questions were answered on various expenditures. **A motion to receive and file the June year-end 2020 and July 2020 financials was made by Maddock, seconded by Kickertz-Gerbig. Motion passed.** Bateman reported that the annual audit by the State Auditor's Office has begun. There was discussion regarding research projects that have received one or more no-cost extensions and are not completed. Bateman will send a letter to researchers urging them to expedite the completion of all past-due studies.

### ***Marketing Plan***

Bateman presented the final approved marketing plan.

### ***National & International program updates***

There was a brief discussion regarding the Midyear conference from those that attended in person or virtually. USMEF fall meeting is in San Antonio November 11-13. Those interested in attending should contact Bateman.

Bateman gave update on CBB Checkoff Successes project.

### ***Events, Issues and Updates***

Ellingson presented the NDSA Healthcare Hero program and funding request. **A motion was made by Maddock to fund the request, seconded by Zahn. A roll call vote was taken and motion passed unanimously.**

Bateman gave updates including:

- NASDA was changed to a virtual conference with no opportunity to showcase beef and the beef industry so the sponsorship was withdrawn;
- NDSU Harvest Bowl has been cancelled so sponsorship will be rolled forward to next year;
- ND Stockmen's Association convention is planned for Oct 8-10 with NDBC providing a Commission member panel for the research & education committee meeting, a trade show booth, and Dvorak speaking at the Foundation luncheon.

### ***Program Plans***

Bateman and Wardner gave updates on: the successful digital advertising results; NDSU football, tailgating & sports advertising challenges; Build Your Base; mini grants; livestock market visits; a children's reading program; meat processor outreach; Mental Health; MBA graduate refresher course; producer highlight videos;

and Tailgating Tuesday social media. Bateman will be filming beef segments in Fargo with Common Ground for social media and website use.

***Other Business***

The policy manual review committee will be meeting prior to the September board meeting.

September 22 is the next full, in-person board meeting. Plans are to do an MBA and communications training program with board members ahead of the board meeting on the afternoon of September 21.

**A motion to adjourn was made by Payne, seconded by Helbling. Motion passed.** The video conference meeting adjourned at 9:40 am.