

NORTH DAKOTA BEEF COMMISSION MINUTES

July 21, 2020
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, Matt Lachenmeier, Lilah Krebs, Sharon Kickertz-Gerbig, Mark Voll, Gloria Payne, Jason Zahn and Fred Helbling.

Directors absent: Travis Maddock, Clark Price, Jerry Effertz

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

Introduction of new board member, Jason Zahn.

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

Payne made a motion to correct the June board meeting minutes to reflect that Dvorak, Payne, Voll and Helbling were nominated for Federation Directors, seconded by Krebs. Motion passed.

A motion was then made by Kickertz-Gerbig to approve the amended minutes, seconded by Krebs. Motion passed.

Financial Report

Financial reports for June and the year-end will not be available until the end of July when OMB processes the year-end reports.

National & International program updates

Mid-year conference in July in Denver will be both in-person and virtual for those choosing not to attend.

Events, Issues and Updates

The National Association of State Departments of Agriculture meeting scheduled to be held in Medora in August has been changed to a virtual meeting. The sponsorship previously approved was discussed.

Helbling moved to drop the \$5000 sponsorship, seconded by Lachenmeier. Kickertz-Gerbig moved to amend the motion to a \$1,000 sponsorship with a video of Beef Producers added. Seconded by Krebs. A motion to table and get more information from the Ag Dept was made by Lachenmeier, seconded by Kickertz-Gerbig. Motion was tabled. There was consensus that the executive committee should make the final decision.

Bateman reported that she and Dvorak approved a \$2000 sponsorship for the ND Stockmen's Association convention. This includes a committee presentation, an NDBC speaker at the Foundation luncheon, a booth, and they are working to have NCBA's Dr. Shalene McNeil speak on the industry involvement with the Dietary Guidelines. A \$1000 sponsorship for NDSA's Tomorrows Top Hands youth program has also been approved and a speaker position will be provided.

Ellingson asked Bateman to report that an alternate project for the ND Military Appreciation Picnic is being worked on with September 11 set as a tentative date.

The NDSU Harvest Bowl is still scheduled in November and an \$800 sponsorship has been given.

Program Plans

Wardner gave an update on the mental health initiative, United We Steak, producer communications and a possible producer survey.

Clearwater will be contacting the board members for Stockmen's articles as follows: Kickertz-Gerbig- Nutrition; Voll-USMEF; Payne-End of year review; Helbling-Research.

Bateman gave an update on the digital advertising results and NDSU tailgating and sports advertising. With a lot of uncertainty, the executive committee will work with Bateman to make final decisions on advertising surrounding Bison football.

Other Business

Dvorak appointed a committee to review the policy manual. The committee includes Dvorak, Maddock, Payne, and Helbling. They will plan to meet in August.

The next meeting will be August 25 via zoom. Sept 22 is the next full in person board meeting.

The meeting adjourned at 9:45 am.