

NORTH DAKOTA BEEF COMMISSION MINUTES
June 16, 2020

Call to Order

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 10:00 am.

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

Directors Absent: Clark Price, Jerry Effertz, Ex Officio

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

Guest: Julie Ellingson with ND Stockmen's Association

Nicole Wardner was introduced to the board as the NDBC's new Consumer Marketing and Industry Relations Specialist.

A motion to approve the agenda was made by Maddock, seconded by Wagner. Motion passed.

A motion to change Schaff to Ellingson and approve the corrected minutes was made by Maddock, seconded by Kickertz-Gerbig. Motion passed.

A motion to approve minutes from the marketing plan, personnel and budget committee meetings was made by Payne, seconded by Voll. Motion passed.

Financial Update

The May 2020 financial report was reviewed. **A motion to receive and file the May financial report was made by Maddock, seconded by Helbling. Motion passed.** A discussion was held on how current market uncertainties may affect future collections.

National & International Program Updates

Maddock gave a Federation update. Midyear conference in Denver July 27-30 is scheduled as an in-person meeting but accommodations may be made for a virtual option.

Program Updates

Bateman reviewed the activity and event report and gave updates on:

- Communications with results for the NDBC Facebook and Instagram pages and digital advertising impacts
- Possible office space for rent in the building
- Research project update regarding the status of several projects that have taken much longer than expected
- BQA program highlights and impact report; and
- Producer communications survey, MBA program and ideas for engaging and educating producers was discussed by Wardner.

Ellingson shared thoughts and possible alternatives for the Military Appreciation Picnic managed by the NDSA which won't be held this year due to the State Fair being cancelled. Discussion included the merits of the picnic, NDSA support, and the future of the event. Ellingson also reported that the ND Stockmen's convention is still scheduled in Bismarck, October 8-10, Spring Roundups have been changed to one "Virtual" roundup on June 23rd, and the Feedlot Tour will also be virtual on July 9th.

Committee updates

Marketing plan report:

The committee, consisting of Dvorak, Voll, Maddock and Lachenmeier encouraged all board members to think of new ideas to reach consumers about beef. Ideas discussed included using social media video (YouTube, Facebook) to highlight local chef's and beef products, a ND branded beef program, and a Mental Health Initiative, as this area is of concern to many with the current state of agriculture, markets and stress on beef producers. More information will be gathered on this topic.

Personnel committee report:

The committee, consisting of Dvorak, Wagner, Kickert-Gerbig and Payne, reported that all employee records were found in order, a new employee annual review process had been implemented by Bateman, and salary recommendations were made for use in the budget process.

Budget committee report:

The committee, consisting of Voll, Maddock, Helbling and Krebs, worked with Bateman on the budget. Bateman walked through the proposed budget.

Wagner move to remove paid advertising of \$85,000 from the NDSU promotion, seconded by Krebs. Motion passed.

Maddock made a motion to approve the 2020-2021 budget, seconded by Helbling. Motion passed.

Discussion regarding the policy manual and committee responsibilities will be added to the agenda of the next meeting.

Election of officers:

Dvorak handed the gavel to Vice Chair Voll to take nominations for Chair. Helbling nominated Dvorak. **There being no further nominations, Wagner made a motion that nominations cease and a unanimous ballot be cast for Dvorak as Chair, seconded by Maddock. Motion carried.**

Voll handed the gavel to Dvorak and nominations were opened for Vice Chair. **Kickert-Gerbig nominated Payne. Helbling nominated Voll. Ballots were distributed. Payne was elected as Vice Chair.**

Nominations were opened for Treasurer. **Voll nominated Maddock. There being no further nominations, Helbling made a motion that nominations cease and a unanimous ballot be cast for Maddock, seconded by Lachenmeier. Motion carried.**

Nominations were opened for Federation directors. Current directors include Dvorak, Payne, Price and Voll. **Lachenmeier nominated Dvorak, Payne, Voll and Helbling to replace Price. There being no further nominations, Lachenmeier made a motion that nominations cease and a unanimous ballot be cast, seconded by Wagner. Motion carried.**

Nominations were opened for Ex-Officio directors. **Voll nominated Clark Price and Jerry Effertz. There being no further nominations, Voll made a motion that nominations cease and a unanimous ballot be cast, seconded by Kickert-Gerbig. Motion carried.**

Future conference call dates will include July 21st and August 25th.

Under other business, Maddock suggested that a board retreat should be considered in the future.

Voll moved to adjourn, seconded by Payne.

Meeting adjourned at 5:10 pm.