

NORTH DAKOTA BEEF COMMISSION MINUTES

April 27, 2021

Virtual Conference Call

Call to Order

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 8:05 am.

Directors present on call: Dvorak, Gloria Payne, Mark Voll, Fred Helbling, Lilah Krebs, Travis Maddock, Jason Zahn, Clark Price and Matt Lachenmeier.

Directors absent: Sharon Kickertz-Gerbig and Jerry Effertz

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

Guests present: Season Solorio, Shawn Darcy, Steph Hille, Cierra Dockter, Alyssa Mutschelknaus, Mary Graner

A motion was made to approve the agenda by Voll, seconded by Payne. Motion passed.

Funding Requests:

- Hille presented the ND Stockmen's request for the Military Appreciation Picnic at the ND State Fair. **A motion was made to fund the request by Voll, seconded by Lachenmeier. Motion passed.**
- Solorio and Darcy reviewed the upcoming national digital advertising program to cover 4 regions of the country, explained that this is an additional Federation program that states can participate in, and discussed measurements of success and consumer targeting of digital marketing. **Payne made a motion to fund this program with \$90,000, seconded by Maddock. Voll offered an amendment to reduce the funding level to \$45,000, seconded by Krebs. Motion to amend failed. Lachenmeier offered an amendment to change the funding level to \$75,000, seconded by Voll. Motion to amend passed. Amended motion passed.**
- Bateman brought the Dickinson and Minot banquet in a field sponsorship requests to the board. **Krebs made a motion to fund both the Dickinson and Minot banquet in a field events at \$1000 each, seconded by Payne. Motion passed.**

Discussion on Commission information on website:

- There was discussion on transparency regarding minutes, financial information, and agendas. **A motion was made by Voll to post minutes, financial statements and meeting agendas on the website. Motion died for lack of a second. After additional discussion, a motion was made by Helbling to post board approved minutes, tentative chair approved meeting agendas, and meeting dates on the website and monitor any feedback, seconded by Voll. Motion passed.**
- The state-checkoff refund process and rules were discussed. **Helbling moved to table the discussion on refund forms and any on-line ideas until the June meeting and work with our legal counsel to help interpret issues and concerns, seconded by Payne. Motion is tabled.**

National/International Items

- Anyone desiring to participate in the USMEF spring virtual meeting needs to let Bateman know ASAP that they want to be registered.

Events/Issues/Updates:

- A marketing and promotion update was given by Wardner on several events and programs including a Governor's proclamation for May is Beef Month.
- Bateman reported that two letters of intent have been sent by our real estate broker to building owners regarding new office space. She also reported that the open staff position will be posted for applications this week.

Minutes

A motion was made to approve the minutes of the March 16 board meeting by Payne, seconded by Helbling. Motion passed.

Financial Report

The March 2021 financial reports were reviewed. A motion was made to receive and file the financials by Voll, seconded by Helbling. Motion passed.

Other Business

Bateman informed the board that two no-cost research extensions have been requested by Kasey Carlin and Rob Maddock at NDSU. A motion was made by Voll to approve the extensions, seconded by Payne. Motion passed.

Next meetings:

Virtual call, May 25; Board Meeting, June 15

The meeting adjourned at 11:25 am.