

## NORTH DAKOTA BEEF COMMISSION MINUTES

January 26, 2021

Conference Call

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

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 8:04 am.

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

Director absent: Jerry Effertz

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

Voll added "office update" to agenda.

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

**A motion was made to approve the minutes of the December board conference call by Zahn, seconded by Payne. Motion passed.**

### ***Financial Report***

The December 2020 financial reports were reviewed. **A motion was made to receive and file the financials by Maddock, seconded by Lachenmeier. Motion passed.** The revenue comparison report was reviewed through December.

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

- Nominating Committee Interviews for the Federation officers and Beef Promotion Operating Committee are being held today, January 26<sup>th</sup>. Price will be interviewing for the BPOC and Federation vice chair. Helbling will interview for BPOC.
- Cattle Industry Winter Business Meeting will be February 2-4. Federation directors will participate in their committees and anyone else is welcome to join the video links.
- Winter Reboot meeting is Feb 23-24. Bateman will register everyone that is interested in attending.
- Maddock provided an Executive Committee update
- USMEF contract has been signed and payment will be made as soon as an invoice is received.

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

- Bateman updated on legislative committee commodity reporting session and HB 1487 and the fiscal note.
- Voll requested talking points for the board regarding programs.
- Program updates were given on digital advertising results, Early Years, ND Nutrition Council and ND Academy of Nutrition and Dietetics and Build Your Base.
- Producer communications ideas were discussed. Wardner shared a Facebook idea that had worked in another state, a Summit of young cattle producers ages 30-35, and some sort of "My Dollar Does" producer radio ads.

### ***Other Business***

- Update on office space.
- Update on check off book being released in February.

The next meeting will be February 23rd.

The meeting adjourned at 9:39 am.