

NORTH DAKOTA BEEF COMMISSION MINUTES
June 15, 2021

Call to Order

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 10:03 am.

Directors Present: Dvorak, Gloria Payne, Sharon Kickertz-Gerbig, Fred Helbling, Mark Voll, Travis Maddock, Jason Zahn, Matt Lachenmeier, Clark Price and Jerry Effertz.

Director Absent: Lilah Krebs

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

Guests: Ray Erbele and Mary Graner, Cattlemen's Beef Board Directors; Lisa Pederson, BQA specialist and Dr. Charlie Stoltenow with NDSU Extension; Alyssa Mutschelknaus and Sam Vangsness with Clearwater Communications; Kerry Dockter, Jeremy Maher, Jack Nagel, Scott Shively, Tim Heil, August Heupel, Chuck Schorsch; Carrie Stadheim with Tri-State Livestock News; Jessica Wetsch and Chris Sitter with ND ITD.

The agenda was presented for approval. An office space update was added to other business. **A motion to approve the agenda with the addition was made by Zahn, seconded by Kickertz-Gerbig. Motion passed.**

A motion to approve the May conference call minutes was made by Payne, seconded by Kickertz-Gerbig. Motion passed.

A motion to approve minutes from the marketing plan, personnel and budget committee meetings was made by Kickertz-Gerbig, seconded by Helbling. Motion passed.

Financial Update

The May 2021 financial report was reviewed. **A motion to receive and file the May financial report was made by Maddock, seconded by Helbling. Motion passed.** There was discussion on how the drought may affect cattle sales and checkoff collections.

Program Updates

Bateman reviewed the activity and event report and gave updates on programs this summer. Wardner gave a report on May Beef Month measurables, Build Your Base, and Summer Promotions with the F-M Redhawks and Bismarck Larks. Mutschelknaus gave an end-of-year report on digital platform campaigns, radio campaigns and social media/website management.

National & International Program Updates

Maddock gave a Federation update. Cattlemen's Convention will be held August 10-12 in Nashville. Price gave an Operating Committee update. Effertz reported on Nominating Committee efforts. Payne and Effertz reported on the USMEF summer virtual meeting. Erbele gave an update on Cattlemen's Beef Board meetings and spending.

Beef Quality Assurance proposal

Pederson and Stoltenow presented an updated Beef Quality Assurance proposal and answered director questions.

Online refund request discussion

Wetsch and Sitter reported on the recent systems analysis ITD conducted on NDBC refund processes with three options to integrate refund requests and/or applications in an online format. Discussion was

held on definition of producers, staff time, cost estimates for each option and timelines to complete. The executive committee will act as the committee to work with staff and ITD on solutions.

Producer/Checkoff focused website

Bateman reported on NCBA's state services division being able to host an additional producer facing website to post meetings, agendas and minutes, along with additional information on NDBC programming to inform beef producers about their checkoff investment. Mutschelknaus shared how Clearwater Communications would assist in managing a second website.

Committee updates

Marketing plan report:

The committee, consisting of Payne, Dvorak, Voll, and Maddock, thanked NDBC staff for revising the Marketing Plan format. The 2021-2022 NDBC Marketing Plan will focus on four state initiatives ranked by NDBC directors including:

1. Industry Relations
2. Global beef demand
3. North Dakota Beef Marketing Campaigns
4. In-State Beef Promotions

A motion to accept the marketing plan report was made by Dvorak, seconded by Helbling. Motion passed.

Personnel committee report:

Chair Dvorak handed the gavel to Vice Chair Payne to report on the personnel committee meeting. The committee, consisting of Dvorak, Krebs, Zahn and Helbling, reported leave policies were reviewed, state benefits and costs were reviewed, and staff performance reviews were shared. Bateman reported the open staff position will be reopened. **Dvorak moved to reconsider the recommendation from the personnel committee, keep salary increases for Hoovestol and Wardner, freeze Bateman's salary increase until the executive can meet with the personnel committee to develop, implement, and complete a performance improvement plan, seconded by Helbling. Motion passed.** Vice Chair Payne returned the gavel to Chair Dvorak.

Budget committee report:

The committee, consisting of Maddock, Voll, Lachenmeier, and Kickertz-Gerbig, reported on the proposed budget submitted by NDBC staff and reviewed by the budget committee. The committee expressed their thanks to NDBC staff for a comprehensive budget that met the objectives that the Marketing Plan committee had submitted. Maddock, Bateman, and Wardner presented the proposed budget programs to the board for their consideration.

Zahn made a motion to remove \$50,000 from the two-year BQA proposal for the "BQA app" and fund the first year of the proposal at \$50,000, seconded by Dvorak. Motion passed.

A motion was made by Dvorak to increase research funding for the 2021-2022 fiscal year to \$70,000 and add \$30,000 to the Build your Base program, seconded by Helbling. Motion passed.

Maddock made a motion to approve the 2021-2022 budget, seconded by Voll. Motion passed.

Election of officers:

Chair:

Nominations were opened for Chair. **Voll, Helbling and Dvorak were nominated.** Helbling and Dvorak declined the nomination. **There being no further nominations, Maddock moved nominations cease and a unanimous ballot be cast for Voll as Chair, seconded by Helbling Motion carried.**

Vice Chair:

Nominations were opened for Vice Chair. **Payne was nominated. Lachenmeier moved nominations cease and a unanimous ballot be cast for Payne, seconded by Maddock Payne was re-elected as Vice Chair. Motion carried.**

Secretary/Treasurer

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

Federation Directors

Nominations were opened for Federation directors. Current directors include Dvorak, Payne, Helbling and Voll. Dvorak chose not to run for his Federation Director spot. It was consensus of the Board that the current Federation Directors will remain in their positions. One seat was open. **Payne nominated Kickertz-Gerbig, Voll nominated Zahn. Ballots were distributed. Zahn was elected to replace Dvorak.**

Ex-Officio Directors

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

Other Business

Bateman reported on progress with a new office space. The accepted terms in the letter of intent returned by the landlord at 4023 State Street was sent to OMB's Facilities Management division to draft a lease for both parties to sign shortly. With many questions and concerns about this decision by the board, Bateman called the realtor to set up a walk-through of a second office space located in Mandan following the meeting.

The next monthly conference call will be July 22. The next quarterly in-person board meeting is scheduled for September 14.

Maddock moved to adjourn, seconded by Payne. Meeting adjourned at 5:08 pm.