

NORTH DAKOTA BEEF COMMISSION MINUTES
March 16, 2021

Call to Order

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

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

Directors Absent: Jerry Effertz, Ex Officio

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

Guests in Person: Scott Shively, Ray Erbele, Carol Erbele, Mary Graner, Kerry Dockter, Daryl Lies, Jeremy Maher, Alyssa Mutschelknaus from Clearwater.

Virtual Guests: Joy Patton- NDCW President, Trish Feiring, Deana Wiese - Clearwater, Greg Hanes – Cattlemen’s Beef Board, Libby Stauder – Cattlemen’s Beef Board, Donny Feiring, Kari Goldade, Frank Tomac, Kenny Graner, Spencer Stearns, Carrie Stadheim, Dillon Stearns.

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

A motion to approve minutes from February meeting was made by Kickertz-Gerbig, seconded by Krebs. Motion passed.

Financial Update

Bateman and Hoovestol gave an update on compliance and collections.

A motion to receive and file the February financial report was made by Maddock, seconded by Voll. Motion passed.

National & International Program Updates

- Maddock gave Federation report
- Erbele gave a report on the CBB

Guest Presentations

Cattlemen’s Beef Board CEO Greg Hanes and staff member Libby Stauder presented information on the national beef checkoff. After the presentation they fielded questions from the board and guests in attendance.

Policy Committee

Dvorak gave a final committee report on updates to the policy manual. Committee members included Dvorak, Payne, Helbling and Maddock. **A motion to accept policy manual updates was made by Maddock, seconded by Zahn. Motion passed.**

Personnel Committee

The personnel committee met March 15 with members Dvorak (Chairman), Helbling, Zahn and Krebs. Robin Berger has resigned as office manager. Bateman moved Joan Hoovestol to office manager, and there will be a search for a new collections and compliance director. Bateman will work with the State HR staff to fill the vacant position. Voll discussed performing exit interviews when employees leave.

Marketing Committee

The marketing committee met March 15 with members Payne (Chairman), Dvorak, Maddock and Voll. Payne reported that the committee reviewed the status of the marketing plan and worked with staff to overcome disruptions due to the ongoing COVID pandemic. The marketing committee will meet in May to draft the marketing plan for the 2021-2022 fiscal year.

Guests

Kerry Dockter, President of the Independent Beef Association of North Dakota, along with Frank Tomac, Kenny Graner, Scott Shively, and Jeremy Mahar spoke and shared concerns on the status and usage of the state checkoff and the make-up of the Beef Commission.

Daryl Lies, President of North Dakota Farm Bureau, asked the board for input on how the NDBC operates and the refund process.

Program Updates

Bateman gave updates on sports advertising, ND nutrition group partnerships, and NDSU program development.

Wardner gave updates on build your base, May is beef month plans, ND collegiate beef advocate partnership, baseball promotion update, and social media plans for ag week into spring and summer.

Wardner asked for approval to donate Larks baseball tickets that come with our promotion/sponsorship to a group of 7 high school leadership organizations that will be meeting in June. There was consensus from the board that staff should go forward with the ticket partnership.

Producer Communication Updates

Bateman gave updates on "The Drive" CBB newsletter, press releases, Mary Graner's producer radio spot, a partnership with the ND Red Angus Association in June and distributed the CBB-prepared "myths and facts" sheet to each board member.

Other business

Office space was discussed. Bateman will develop three options for the executive committee to review.

The next board meeting will be April 27 and will be a Teams meeting.

Kickertz-Gerbig moved to adjourn, seconded by Krebs. Meeting adjourned at 4:12 PM.