

NORTH DAKOTA BEEF COMMISSION MINUTES
November 30, 2021

Virtual Conference Call

Call to Order

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 8:00 AM.

- *Directors present on call:* Voll, Gloria Payne, Fred Helbling, Lilah Krebs, Sharon Kickertz-Gerbig, Travis Maddock, Jason Zahn, Matt Lachenmeier, Weston Dvorak, and Clark Price
- *Director absent:* Jerry Effertz
- *Staff on call:* Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner and Wendy Masset
- *Guests on call:* Joy Patten, Kerry Dockter, Jeremy Maher

Agenda

Chair Voll asked for any objections to the agenda. Hearing no objections, the agenda was approved.

Minutes

Chair Voll asked for any objections to the minutes. Hearing no objections, the minutes were approved.

Financial Reports

Helbling gave a brief financial report on October 2021 financial report. **Chair Voll asked for any objections to the October 2021 financial report. Hearing no objections, the report was approved.** The audit committee will meet with the auditors to review the audit report at 4:30 pm on December 13.

National/International Items

- The *Cattle Industry Convention* will be held February 1-3, 2022, in Houston. Bateman reported on registrations and hotels reservations.
- *USMEF Fall Conference-* Voll, Price and Helbling attended the November 10-12 meeting and made comments on programs, beef export status in several countries, and current shipping issues.

Office Update

- The new office is near completion. Furniture is supposed to arrive mid-December and much of the inventory and big storage items have been moved.

Events/Issues/Updates – Bateman and Wardner reported on:

- Bison Tailgating – Had a successful 6-event season
- Powered By Beef...Performance Through Protein – This is the new name of the youth athletic program for ND. Several schools have been onboarded and new materials are being created as needed
- Holiday promotions-advertising, social media, Sam's Club, retail, and all other programs are under way.
- Research update – December 13 at 1 pm there will be a research update with reports from several researchers that have completed research projects funded by NDBC.
- NDSCS presentation – the Ag Ed and Culinary programs will have presentations at the board meeting
- NDSU Foundation – There will be a presentation at the Dec mtg regarding the Peltier Complex

Other Business:

Voll asked that the program budget areas be reviewed at the December meeting regarding what has and will be spent on various programs.

Next Meetings- December 13 – Research updates, 1 pm
December 13 – Audit Committee, 4:30 pm
December 14 – NDBC in-person board meeting, 9 am

Meeting adjourned at 9:00 AM.