

NORTH DAKOTA BEEF COMMISSION MINUTES  
October 26, 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: Julie Ellingson, Joy Patten, Dylan Stearns, Kerry Dockter, Kari Goldade

**Agenda**

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

**Minutes**

**Chair Voll asked for any objections to approving the minutes. With no objections, the minutes were approved.**

**Financial Reports**

**A motion was made to approve the September 2021 financial statement by Helbling, seconded by Krebs. Motion passed.** The audit committee will meet prior to the December board meeting.

**National/International Items**

- The *Cattle Industry Convention* will be held February 1-3, 2022, in Houston. Directors attending have until Oct. 28 to let Bateman know so she can handle registration and room reservations on Nov 1. Payne has requested that someone fill her Federation director position for the convention. Bateman will substitute from those attending. A replacement for Payne will be chosen at the June board meeting.
- *USMEF Fall Conference*- November 10-12, Voll, Price and Helbling will attend.

**Office Updates**

- Wendy Masset was introduced to the board and has joined the staff as the collection & compliance specialist.
- The new office has been painted, construction is nearing completion, carpet is waiting on installers, and furniture is ordered

**Events/Issues/Updates.**

- Bison Tailgating –two events left on October 30 and November 20. Anyone interested in helping should contact Bateman.
- High School/College sports nutrition program-Wardner updated on the programming. Bateman discussed moving forward and the need to be dynamic and flexible as the program evolves. The exec committee will be contacted if needed.
- Beef mini-grant education program-Wardner reported on the great response from FACS, Ag Ed and Extension educators across the state.
- Holiday promotions-Sam's Club will be doing in-store promotions funded with checkoff dollars and ads will be on the Hallmark channel nationally, and increased social & digital media will be used across the state.
- Research project updates/reports –An extra half-day will be organized surrounding the December meeting for research reports on various projects completed or in-progress.
- Protein program at NCI –February 8, 2022 – will need at least two beef producers involved with interest in learning about plant-based proteins

**Other Business:**

Voll expressed his appreciation to staff and directors involved with preparing the presentation for the Interim Agriculture and Natural Resources committee.

**Next Meeting-**

November 30 - board virtual conference call  
December 13 – Research program updates from universities  
December 14 – NDBC in-person board meeting (this meeting was moved from Dec 7)

**Meeting adjourned at 8:46 AM.**