

NORTH DAKOTA BEEF COMMISSION MINUTES  
September 14, 2021

***Call to Order***

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 10:01 am.

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

Directors Absent: Matt Lachenmeier, Jerry Effertz

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

Guests: Mary Graner, Cattlemen's Beef Board Director, Alyssa Mutschelknaus and Sam Vangsness with Clearwater Communications, Joy Patten, ND CattleWomen, Steph Hille with ND Stockmen's Association, Jeremy Maher, Scott Shively, Jeff Schafer, and Daryl Lies who joined at 1 pm.

The agenda was presented for approval. Dvorak requested that the Personnel Committee meeting minutes be added to the minutes section of the agenda. **A motion to approve the agenda with the addition was made by Helbling, seconded by Maddock. Motion passed.**

**A motion to approve the August conference call minutes was made by Zahn, seconded by Kickertz-Gerbig. Motion passed. Dvorak read the personnel committee minutes from August 26. A motion to approve the committee minutes was made by Maddock, seconded by Helbling. Motion passed.** New committee appointments were read.

***Financial Update***

The August 2021 financial report was reviewed. The audit is in progress and the audit committee will plan to meet with the auditor prior to the December meeting. **A motion to receive and file the August financial report was made by Maddock, seconded by Zahn.** Discussion: Dvorak requested a further break down in the financial reports to the program level. Bateman will work with Helbling and Maddock on developing a report to fit the request. **Motion passed.** Bateman shared information on the advertising budget line requested at the last meeting.

***National & International Program Updates***

The USMEF fall meeting will be Nov. 10-12 in California. Any board member that would like to attend needs to let Bateman know by October 15. Price gave a report on the Beef Promotion Operating Committee meeting he recently attended. Maddock gave a Federation update. 2022 Cattlemen's Convention will be held February 1-3 in Houston. Graner reported on the Cattlemen's Beef Board meetings at the convention in Nashville.

***Program Partner Updates:***

Joy Patten, President of the North Dakota CattleWomen, gave a state, regional and collegiate beef promotion program update. Steph Hille, ND Stockmen's Association, gave a recap of the Military Appreciation Day held at the ND State Fair.

***Policy:***

The Code of Conduct agreement was reviewed, and each director signed.

***Executive Director Activity & Event Report:***

Bateman reviewed the activity and event report.

***Communications Update:***

Mutschelknaus gave a quarterly report from Clearwater Communications with review on the fiscal year plan of action.

***Program Discussion:***

Wardner reported or previewed the following program areas: producer communications, education mini grants, Build Your Base with Beef, Summer baseball partnerships, holiday beef promotions and website updates. Bateman gave a report on sports promotions and advertising and the cardiac rehab conference.

***Brainstorming:***

Chairman Voll lead a brainstorming session on how state Checkoff dollars could be used to promote North Dakota produced beef. Topics included increasing ground beef in schools, increasing beef demand through local partnerships, education of processors and direct to consumer marketers, and engaging chefs. More information will be gathered, and the topic will be revisited at the December meeting.

***Other Business***

Future virtual conference call dates will include October 26 and November 30. Next quarterly in-person board meeting is scheduled for December 7.

Kickertz-Gerbig shared a thank you with the NDBC staff for their commitment, hard work, effort, and the time put in to accomplish the work of the Checkoff.

**A motion to adjourn was made by Maddock, seconded by Payne.** Meeting adjourned at 3:56 pm.