

NORTH DAKOTA BEEF COMMISSION MINUTES
August 25, 2022

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:* Mark Voll, Jason Zahn, Fred Helbling, Brian Amundson, Sharon Kickertz-Gerbig, Lilah Krebs, Matt Lachenmeier, Joy Patten, Travis Maddock
- *Directors absent:* Clark Price
- *Staff on call:* Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner, and Wendy Masset
- *Guests on call:* Gloria Payne, Kerry Dockter, Kari Goldade, Joy Soreide-Kinsey

Agenda

A motion to approve the agenda was made by Zahn, seconded by Krebs. Motion passed.

Minutes

The minutes were presented for the June 21 board meeting. With no additions or corrections, the minutes stood approved.

Financial Reports

Helbling and Bateman discussed adjustments that had been made to the approved budget for 2022-2023 because invoices had been received and payments made on research projects that were completed by June 30 and applied back to the previous fiscal year as well as a split made in funding between national and state dollars for international programming. **A motion to approve the changes to the budget for 2022-2023 was made by Helbling, seconded by Zahn. Motion passed.**

The June 2022 year-end financial report was reviewed. **A motion to approve the June 2022 year-end financial report was made by Helbling, seconded by Kickertz-Gerbig. Motion passed.**

The July 2022 financial report was reviewed. **A motion to approve the July 2022 financial report was made by Helbling, seconded by Lachenmeier. Motion passed.**

National/International Items

Midyear conference – Voll, Kickertz-Gerbig, Zahn, Helbling and Price attended. Voll, Kickertz-Gerbig, Zahn and Helbling reported on their respective committee meetings (international marketing, nutrition & health, domestic marketing, and consumer trust) and the authorization requests reviewed. Checkoff dollars will be tight on the national level due to large areas across the country with severe drought. A significant number of cows have gone or are going to market with estimates in Texas as high as a 50% reduction in their cow herd.

Beef Promotion Operating Committee – Price and Maddock will be attending the September BPOC meeting September 7-8 in Denver

Events/Issues/Updates

- The new marketing plan was sent out to the board
- Wardner updated on Powered By Beef activities including summer coaches' meetings, video production on nutrition and UMary coach, mini-grants going out to schools, mobile meat lab training in Dickinson, and more details will come at the September meeting
- Bateman highlighted the School Foodservice workshop coordinated through IBAND, 4-H cooking camp, Military Appreciation event coordinated by the NDSA, Dickinson Banquet in a Field, industry meetings including ND Vet Medicine Assn and ND Stockmen's Association.

- Upcoming will be an Interim Ag & Natural Resources Committee meeting Sept 7, NDSA convention Sept 22-24, Stockmanship & Stewardship (BQA) event in conjunction with NDSA Sept 22, and Beef Tailgating at 6 NDSU Bison home games September-November

BQA Funding

Voll, Bateman and Helbling explained a current issue with BQA funding. The NDBC made a \$25,000 commitment for funding BQA projects 3 years ago. We were to be billed after expenses were incurred and never have received a billing from NDSU but learned recently that the funding was still being depended on and that there were expenses that needed to be paid for with this. Another \$20,000 was budgeted for BQA this year now which would mean a total of \$45,000. We have not been budgeting and carrying previous year commitment forward if they haven't been billed but, due to miscommunication, the total amount is not in the budget. Bateman asked for direction. It was the consensus of the group that the NDBC needed to continue to support funding for BQA but that NDSU needed to submit bills for reimbursement of BQA expenses in a much more timely manner and that this needed to get taken care of very soon.

Other Business

A fall national new state beef council director orientation will be held in Denver, October 26, 2022. Patten and Amundson will attend. The 3rd new board member, yet to be appointed, will be included if appointed by the October 26 meeting.

Next Meeting

Thursday, September 29, 2022, Full Board Meeting

A motion to adjourn was made by Zahn, seconded by Helbling.

Meeting adjourned at 9:22 am.