

NORTH DAKOTA BEEF COMMISSION MINUTES
December 29, 2022

Call to Order

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 10:00 am.

Directors Present: Mark Voll, Jason Zahn, Fred Helbling, Sharon Kickertz-Gerbig (virtually), Matt Lachenmeier, Lilah Krebs, Joy Patten, Brian Amundson, Jess Nehl, Clark Price and Travis Maddock.

Staff Present: Nancy Jo Bateman, Wendy Masset, and Nicole Wardner.

Guests: Joan Hoovestol; Randy Schmeling, NDSU foundation; USMEF staff John Hinners.

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

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

Financial Update

The audit committee, chaired by Helbling with members Kickertz-Gerbig, Nehl, and Krebs met with state auditors to review the annual audit report. The audit revealed no action items. **A motion to accept the audit report was made by Helbling, seconded by Nehl. Motion passed.**

The October 2022 and November 2022 financial reports were reviewed by Helbling. Discussion included the current budget, expenses, and commitments for the remainder of the fiscal year. **A motion to approve the October and November financial reports was made by Helbling, seconded by Zahn. Motion passed.**

Helbling informed board members of a CD expiring on December 16th for \$125,000 of state funds. No action was taken, and funds were returned to the NDBC account at the ND State Treasury.

Masset updated members on the current collections and compliance status in the office.

USMEF Proposal

John Hinners, USMEF presented an overview of foreign marketing opportunities and proposed a promotion effort for the Japanese markets. **A motion to fund the USMEF proposal at \$100,000, as budgeted, was made by Zahn, seconded by Helbling. Motion passed.**

National & International Program Updates

- Price gave a Federation of State Beef Councils report
- Maddock gave an update on the Beef Promotion Operating Committee (BPOC)
- Amundson gave a report on the Fall US Meat Export Federation meeting in Oklahoma City Nov 9-11
- Patten and Amundson gave a report on national new director orientation in Denver Oct 26
- The Cattle Industry Convention meeting, Federation and CBB directors, will be Jan ~~24~~31 to Feb 3 in New Orleans
- Price will be running for the Federation Chair and Maddock will run for BPOC.

NDSU Peltier Complex presentation

NDSU Foundation representative, Randy Schmeling, discussed naming rights to the Peltier Complex meat lab retail store. This is included in the investment from the NDBC.

Upcoming Legislative Session

- Session begins Jan 3
- Jan 12 Commodity Reports presented to the Joint House and Senate Ag committees

Research Publication Request

Dr. Wayne Campbell, Purdue University, submitted a request to publicize research which makes it accessible to the general public. This research project was funded, in part, by NDBC. **Helbling moved to fund the publication, Krebs seconded. Motion failed.**

Program Updates

Bateman gave an update on legislative report planning for the upcoming legislative session and the annual commodity meeting with the Ag Commissioner. Wardner gave an update on the IBAND annual meeting, discussions with the ND Dept of Ag and efforts to connect beef producers with schools, end of season wrap up meeting and opportunities with the Larks baseball team and upcoming program plans for the remainder of the fiscal year.

2023 tentative quarterly meeting dates:

March 16, June 13, September 14, December 14.

Staff retirements and recognitions:

Joan Hoovestol retired on December 2, 2022 after 36 years of dedicated service to the Beef Commission and was presented a glass mirror and gift for her service.

Nancy Jo Bateman will retire on December 31, 2022, after 38 years of dedicated service to the ND Beef industry and the NDBC. She was presented a commemorative clock and gift for her service.

A motion to adjourn was made by Lachenmeier, seconded by Amundson. Motion passed.

Meeting adjourned at 3:30 pm.