

NORTH DAKOTA BEEF COMMISSION MINUTES  
February 22, 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, Gloria Payne, Fred Helbling, Lilah Krebs, Sharon Kickertz-Gerbig, Jason Zahn, Matt Lachenmeier, Weston Dvorak.
- *Directors absent:* Travis Maddock, Clark Price & Jerry Effertz
- *Staff on call:* Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner and Wendy Masset
- *Guests on call:* Joy Patten and Carrie Goldade

**Agenda**

Voll asked for any additions or corrections to the agenda. Hearing none, **the agenda was approved.**

**Minutes**

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

**Financial Report**

Helbling gave a brief report on the January 2022 financial report. **A motion to approve the January financial report was made by Helbling, seconded by Krebs. Motion passed.**

**National/International Items**

The *Cattle Industry Convention* was held February 1-3, 2022, in Houston. Voll, Helbling, Zahn and Dvorak gave brief reports on the Federation committee meetings they attended. Price and Maddock were elected to national positions, Price as Vice Chair of the Federation and a member of the Beef Promotion Operating Committee, and Maddock to the Beef Promotion Operating Committee.

**Peltier Complex**

Dvorak recapped the discussion from the January call including the information the committee had learned by visiting with Dr. Greg Lardy at NDSU. The committee recommended financially supporting the project at some level. There was discussion among the directors. **A motion was made by Dvorak to fund the Peltier Complex through the NDSU Foundation at \$1 million which would include naming rights for the proposed meat store and classroom, with a portion of this funding spread over several years and requiring annual approval by the NDBC, and utilizing only state funds for the donation, seconded by Helbling.** There was much discussion regarding the amount of the donation, where funds would come from, contract details needing oversight by our assistant attorney general and other concerns. **An amendment was made by Krebs to lower the amount to \$500,000, seconded by Zahn. A roll call vote was taken: Zahn, Krebs, Lachenmeier and Payne – Yes; Helbling, Kickertz-Gerbig, Dvorak and Voll – No. Vote tied. Amendment failed. A roll call vote was then taken on the original motion: Helbling, Kickertz-Gerbig, Payne, Dvorak and Voll – Yes; Zahn, Krebs and Lachenmeier – No. Motion passed.**

**Events/Issues/Updates –**

- SBARE animal ag granting meeting-Lachenmeier attended, \$115,845 was approved for 7 different projects
- Protein Seminar-Zahn, Maddock and Bateman attended. Zahn reported there was very good information shared. John Hinnert with USMEF was one of the presenters.
- Interim Ag Committee-meeting held Feb 15, issues not resolved and more meetings to come
- Summer restaurant passport program-directors asked to send Wardner 5 great beef restaurants in their area
- Producer meetings-Medora meeting was Feb 21, Towner meeting Feb 22
- Powered By Beef-full update coming at March meeting
- Living Ag Classrooms-Bateman reported good attendance in Minot and Bismarck with Fargo event March 1-4 and over 2200 4<sup>th</sup> graders scheduled to attend.
- Beef Education programs scheduled for 5 national guard locations and 1 for Collegiate Cattlewomen in March

**Next Meeting**

March 29, board meeting (research updates March 28)

**Meeting adjourned at 9:20 am.**