

NORTH DAKOTA BEEF COMMISSION MINUTES
June 21, 2022

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, Matt Lachenmeier, Clark Price.

Directors Absent: Lilah Krebs, Jerry Effertz.

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

Guests: Sam Vangsness with Clearwater Communications, Jeremy Maher-IBAND, Scott Shively, Brian Amundson, Joy Patten-ND CattleWomen, Julie Ellingson-ND Stockmen's Association, Elizabeth Kriz-Attorney General's office, Kari Goldade-IBAND (virtually).

Voll introduced Kriz as our new assistant attorney general. Amundson and Patten were introduced as newly appointed NDBC members with terms beginning July 1. Everyone introduced themselves.

Agenda

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

Minutes

Minutes were presented for the May 3 virtual meeting and the marketing plan, personnel and budget committee meetings. One spelling correction was made in the personnel minutes. With no further additions or corrections, the minutes stood approved.

Financial Report

Helbling reviewed the May 2022 financial report and state/national revenue comparisons. Bateman stated year-end financial reports will be available after August 10th. Other questions were answered. **A motion to receive and file the May financial report was made by Dvorak, seconded by Payne. Motion passed.**

Program Updates

Bateman reviewed the staff activity and event report and gave updates on programs this summer. Bateman also shared information about the Federation Advisory Council (FAC) and her role on that committee. Wardner gave a report on May Beef Month, Powered by Beef, Mini-Grants and Producer Communications. Vangsness gave an end-of-year report on digital and print campaigns, radio campaigns and social media/website management.

Committee Reports:

Marketing plan discussion and approval

The committee consisted of Payne, Dvorak, Maddock and Lachenmeier. Payne shared the changes made for the 22-23 fiscal year. Maddock shared the rearrangement in strategic priorities. Bateman reviewed program details. After additional discussion, **a motion was made by Helbling to approve the marketing plan as submitted by the committee, seconded by Lachenmeier. Motion passed.**

Budget Committee discussion and approval

The budget committee consisted of Helbling, Maddock, Kickertz-Gerbig and Zahn. Two proposals were presented to the committee and were brought forward for the board's consideration. Kari Goldade, office manager for IBAND (virtually) and Joy Patten with the ND CattleWomen, were available to answer questions on their proposals or give any additional highlights or information.

****IBAND proposal** - A beef continuing educational class targeted toward school food service staff.

****ND CattleWomen proposal** – an annual proposal for local beef promotion and education programs to be conducted through the NDCW district members across the state.

Helbling reported on the proposed annual NDBC budget that had been prepared by staff and reviewed by the budget committee. Bateman shared the breakout of how the marketing plan fits in the budget. Helbling highlighted major cuts that were made in programming areas and Bateman detailed additional cuts that staff recommended based on direction from the committee to continue finding areas where money could be saved

Maddock made a motion to approve the budget submitted by the Budget Committee, seconded by Kickertz-Gerbig. Discussion. Dvorak made a motion to amend the budget under International Promotion to reflect only one USMEF membership and move \$17,200 from global membership dues to international programming, seconded by Maddock. Amendment passed.

Payne made a motion to amend the budget under Consumer Information-ND CattleWomen from \$30,000 to \$33,000, seconded by Kickertz-Gerbig. Amendment passed with one dissenting vote. The amended motion passed.

Dvorak made a motion to approve the IBAND funding request at \$12,500, seconded by Zahn. A motion to amend the motion was made by Helbling but later rescinded. Original motion passed.

Lachenmeier made a motion to require organizations who submit funding requests, that are approved, to sign a memorandum of understanding agreeing to NDBC expectations and requirements of utilizing Checkoff funds and to submit a final report before receiving reimbursement, seconded by Dvorak. Motion passed.

National & International Program Updates

Maddock gave a Beef Promotion Operating Committee update. Price gave a Federation Executive Committee update. He shared information about suggestions received from the Federation Advisory Committee (FAC), as well as continuing investment in the Beef. It's What's For Dinner 300 race. Mid-year Conference is scheduled for July 25-28 in Reno, NV.

Personnel committee report:

Chair Voll reported on the personnel committee meeting. The committee, consisting of Voll, Payne, Zahn, and Krebs, reported leave policies were reviewed, state benefits and costs were reviewed, and staff performance reviews were shared. **Payne moved to accept the recommendation from the personnel committee, to increase salaries for Masset, Hoovestol and Wardner, seconded by Helbling. Motion passed.**

Voll continued to report on the committee's review of Executive Director Bateman. The Personal Improvement Plan (PIP) was read. Bateman submitted to the board a letter of retirement, effective December 30. **A motion was made by Maddock to accept the retirement letter, seconded by Helbling. Roll call vote: Kickertz-Gerbig – no; Payne – yes; Dvorak – yes; Maddock – yes; Helbling – yes; Zahn – yes; Lachenmeier – yes. Motion passed.** Voll reported the PIP will remain in effect until Bateman's retirement date.

Election of officers:

Chair:

Voll handed the gavel to Vice Chair Payne to take nominations for Chair. Payne opened nominations for Chair. **Maddock nominated Voll, seconded by Zahn. Kickertz-Gerbig nominated Helbling. Helbling respectfully declined. There being no further nominations, Dvorak made a motion that nominations cease and a unanimous ballot be cast for Voll, seconded by Maddock. Roll call vote: Kickertz-Gerbig – no; Payne – yes; Dvorak – yes; Maddock – yes; Helbling – yes; Zahn – yes; Lachenmeier – yes. Motion carried.** Payne handed the gavel back to Voll.

Vice Chair:

Nominations were opened for Vice Chair. **Helbling nominated Zahn, seconded by Dvorak. Maddock made a motion that nominations cease and a unanimous ballot be cast for Zahn, seconded by Dvorak. Roll call vote: Kickertz-Gerbig – yes; Payne – yes; Dvorak – yes; Maddock – yes; Helbling – yes; Zahn – yes; Lachenmeier – yes. Motion carried. Zahn was elected as Vice Chair.**

Secretary/Treasurer

Nominations were opened for Secretary/Treasurer. **Maddock nominated Helbling, seconded by Lachenmeier. There being no further nominations, Payne made a motion that nominations cease and a unanimous ballot be cast for Helbling, seconded by Dvorak. Motion carried.**

Federation Directors

Nominations were opened for Federation directors. Current directors include Payne, Helbling, Voll and Zahn. **Zahn moved to nominate the three elected officers and Kickertz-Gerbig, seconded by Maddock. Motion passed.** Voll, Helbling, Zahn and Kickertz-Gerbig are 2022-2023 fiscal year Federation directors.

Ex-Officio Directors

Nominations were opened for Ex-Officio directors. **Dvorak nominated Clark Price and Travis Maddock, seconded by Zahn. Motion carried.**

Other Business

The July monthly virtual conference call will not be held due to other commitments of board members. The August virtual conference call will be held on Tuesday, August 23, at 8 am CT. The next quarterly in-person board meeting is scheduled for September 27.

Maddock moved to adjourn, seconded by Dvorak. Meeting adjourned at 4:30 pm.