

NORTH DAKOTA BEEF COMMISSION MINUTES
June 13, 2023

Call to Order

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

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

Director Absent: Joy Patten.

Staff Present: Nicole Wardner, Wendy Masset.

Guests: Dr. Eric Berg and Erin Beyer, NDSU Meat Science (virtual), Ty Orton, DSU Heritage Foundation (virtual) Dr. Shannon Casperson, USDA Research, Randy Schmelling, NDSU Foundation, Lisa Pederson, NDSU Extension BQA Coordinator, Ray Erbele, Cattlemen's Beef Board Director, Carol Erbele, Alyssa Glass, Clearwater Communications

The agenda was presented for approval after two sponsorship requests were added under other business. **A motion to approve the agenda, with the addition, was made by Zahn, seconded by Krebs. Motion passed.**

Zahn made a motion to approve minutes from the May conference call, and Committee minutes from the Marketing, Personnel, and Budget Committees, second by Lachenmeier. Motion passed.

Financial Update- Helbling reported May income was higher than predicted. Refunds for the year were lower than budgeted. The May 2023 financial report was reviewed. **A motion to receive and file the May financial report was made by Helbling, seconded by Nehl. Motion passed.**

CD Expiration

CD in the amount of \$124,000 (State dollars) expires on June 17, 2023. There is an option to reinvest for 6,9, or 12 months at 5% interest rate. **Helbling made a motion to extend 6 months at 5%-Lachenmeier second. Voll made a motion to table until the marketing update is discussed second by Zahn. Motion tabled.**

Alyssa Glass, Clearwater Communications, gave an end of year report for work completed for the Beef Commission. Social media, beef month, and producer communications were topics highlighted. Nehl reported he and Wardner met with Glass and the 2 new owners of Clearwater Communications. The current contract with Clearwater has exhausted its renewals, however there is a 12-month extension available. Discussion included future staff positions and transitions over the next year. **A motion was made to extend the Clearwater contract by 12 months by Helbling, second by Nehl. Motion passed.**

National & International Program Updates

The Federation of State Beef Councils Chair, Clark Price, gave an update on national programming and current topics. Price informed board members of discussions currently happening across the country to increase the Beef Checkoff under the "96 Act". Price will be attending producer meetings on behalf of the Federation in the month of July and also attending the Mid-year conference in San Diego.

Cattlemen's Beef Board, ND Representative, Ray Erbele gave an update on the Cattlemen's Beef Board. Erbele announced he is resigning his position to focus on health and family.

Program Updates

NDSU Meat Science- Dr Eric Berg introduced new hire Dr. Erin Beyer, meat scientist, to the board. He gave an update on the Meat Science facility in the Peltier Complex, updated the board on BBQ Bootcamp, and shared an update on Meat Lab staff.

Wardner presented the board with two sponsorship requests, both for Dinner on the Prairie, one in Minot and the other in Dickinson. The board discussed past events and attendance. Amundson moved to approve both sponsorships at \$1,000 each, seconded by Zahn. Motion passed.

USDA Research

Dr. Shannon Casperson presented her final research summary to the board. The research project, the effects of consistent protein in a women's diet to lose weight, was funded by NDBC in 2015.

DSU Meats facility

Dickinson State University Foundation Executive Director, Ty Orton, presented an opportunity to sponsor meat science education through a new lab facility on campus. The \$20,000 request included staff salary and equipment funding.

Peltier Complex

NDSU Foundation Director of Development, Randy Schmelling, gave an update to the Peltier Center and building progress. Schmelling reports construction is on schedule and on budget with a projected spring of 2024 opening.

Beef Quality Assurance

Lisa Pederson, NDSU Extension BQA Coordinator, presented the results from the most recent Beef Quality Assurance Audit.

Committee updates

Marketing plan report:

Zahn reported on the marketing meeting. **A motion to accept the marketing plan was made by Lachenmeier, seconded by Helbling. Motion passed.**

Personnel committee report:

Voll reported on personnel committee meeting. Recommendations included a raise for Masset and a combined staff position for marketing/collections and compliance. **Zahn moved to approve the recommendations from the personnel committee, Lachenmeier seconded.** Discussion centered on open staff positions. **Amundson called the question, Nehl seconded. A hand vote of 4-2, question passes. Vote on the pending motion, failed. Amundson moved to give Masset a \$3,000 raise, Helbling seconded. Motion passed. Amundson made a motion for Wardner to move forward on a staff position, Lachenmeier seconded. Motion passed.** Wardner will move forward with collections and compliance position.

Budget committee report:

Helbling reported on Budget Committee meeting. Recommendations from the meeting-ND CattleWomen funding cut to \$25,000, recommended to pay for Peltier complex pledge - \$100,000 FY23 and FY24 budget for 4 staff office. **A motion was made by Zahn to approve the Budget Committee report, second by Amundson. Motion passed.**

Reorganization of the Board:

Election of Officers

Chair:

Nominations were opened for Chair. **Lachenmeier nominated Helbling for Chair, second by Amundson. No other nominations. Amundson moved that nominations cease and cast a unanimous ballot for Helbling, seconded by Krebs. Motion passes.** Voll passed the gavel to Helbling.

Vice Chair: **Amundson nominated Zahn for Vice Chair, second by Krebs. No other nominations. Amundson moved to cease nominations and cast a unanimous ballot for Zahn. Motion passed.**

Secretary/Treasurer

Amundson moved to nominate Nehl. Zahn second motion. No further nominations. Amundson moved to cease nominations and cast a unanimous ballot for Nehl. Motion passed.

Election of Federation Directors

Current directors are: Voll, Zahn, Helbling and Kickertz-Gerbig. **Zahn moved to have executive committee (Zahn, Nehl, Helbling) as federation directors, seconded by Amundson. Motion passed.** Helbling asked for nominations for the fourth Federation seat. **Zahn nominated Amundson. Second by Nehl. Krebs nominated Kickertz-Gerbig; Zahn seconded. Amundson moved to cease nominations, seconded by Voll. Motion passed. Voll moved to cast a written ballot, seconded by Nehl. Motion passed.** Voting resulted in a tie; Kickertz-Gerbig withdrew her name from consideration. Amundson is the fourth Federation Director.

Ex-Officio Directors

Amundson made a motion to nominate Price and Maddock, seconded by Voll. Amundson moved to cease nominations and cast a unanimous ballot, seconded by Lachenmeier. Motion passed.

Other Business

The board brought the DSU Meat Lab proposal forward. With no motion for action, the proposal goes unfunded. Wardner will discuss with DSU.

Amundson moved to put the tabled motion back on the table, seconded by Voll. Motion passed. The motion on the table is to reinvest \$124,000 CD for 6-months at 5% interest. Board discussion. Voll calls the question, Amundson seconded. The vote on the question passed unanimously. Vote on the pending motion passed with one dissenting vote.

Wardner will send the Peltier contract to the board members. There will be no July conference call. Military appreciation Day is July 25th. Board members available to attend-Voll, Lachenmeier. The next virtual meeting will be August 24. The next quarterly in-person board meeting is scheduled for September 14. **Helbling adjourned the meeting at 4:53PM.**