

# NORTH DAKOTA BEEF COMMISSION MINUTES

**June 25, 2025**

## **Call to Order**

North Dakota Beef Commission (NDBC) Chair Jason Zahn called the meeting to order at 10:04 a.m.

Directors Present: Zahn, Brian Amundson, Lane Marshall, Jess Nehl, Joy Patten, Val Wagner, Austin Henderson, Carmel Miller, Denise Rohweder and, Ex-Officios: Travis Maddock and Fred Helbling.

Staff Present: Wendy Masset, Jessi Hummel, Nicole Wardner and Interns Josi Agnew and Jalynn Nygaard.

Guests: Russel Larson

Chair Zahn called for any conflicts of interest to declare, none were reported.

**Rohweder moved to approve the agenda as presented, second by Wagner. Motion carried.**

Minutes from the April 30<sup>th</sup> and minutes from the Marketings, Personnel, and Budget committees were presented to the board. **Henderson moved to approve the board and committee minutes, second by Miller. Motion carried.**

## ***Financial Report***

Nehl gave an update on the April and May 2025 Financial Reports. **Nehl moved to receive and file the April and May financial reports, second by Patten. Motion carried.**

Hummel presented an updated collection and compliance report. Discussed collection procedures for non-compliant producers and available records. Wardner presented redirection application updates.

## ***State/National/International***

Summer Business Meeting is July 7<sup>th</sup>, 8<sup>th</sup>, and 9<sup>th</sup> in San Diego. Attending will be Amundson, Maddock, Nehl, Patten, Miller, Marshall, and Wardner.

USMEF has invited a representative from North Dakota to participate in a Heartland Tour in South Korea. The trip will be September 7-13. Amundson and Marshall shared interest in participating.

## ***Committee Reports***

### ***Marketing Committee***

Zahn presented the FY '26 Marketing Plan to the board. Discussion included the value of the Beef Quality Assurance program in North Dakota. **Zahn moved to approve the FY '26 marketing plan, second by Patten. Motion carried.**

### ***Personnel Committee***

Zahn presented a committee report to the board.

### ***Budget Committee***

Nehl presented the proposed FY '26 budget as reflected in the budget committee meeting minutes. **Nehl moved to approve the budget as presented, second by Patten. Motion carried.**

## ***Programming and staffing reports:***

Interns Agnew and Nygaard presented a recap of Beef Month promotions, successes and suggested changes for the next fiscal year. They also presented updated social media analytics for NDBC social platforms. Both interns shared a report created on the evaluation survey from mini-grants utilized in the '24-25 school year.

Wardner reported on the FM RedHawks promotion partnership with the ND Barley Council. She also shared upcoming events for board directors to be aware of. Updated directors on national digital advertising campaign investments for the summer of 2025. Lastly shared the job opening description for the Outreach and Engagement Specialist position at NDBC. The position is scheduled to close on July 7, interviews tentatively scheduled for the week of July 14. The position will be reopened if a candidate cannot be selected.

### ***Reorganization of the board:***

Election of Officers

Chair: Zahn opened nominations for Chair. **Amundson nominated Patten for Chair. No other nominations. Amundson moved that nominations cease and cast a unanimous vote for Patten, second by Marshall. Motion carried. Patten elected.** Zahn passed the gavel to Patten.

Vice Chair: **Nehl nominated Amundson for Vice Chair. No other nominations. Rohweder moved to cease nominations and cast a unanimous ballot for Amundson. Second by Marshall. Motion carried, Amundson elected.**

Secretary/Treasurer: **Amundson nominated Nehl for Secretary/Treasurer. Wagner moved to cease nominations and cast a unanimous ballot, second by Zahn. Motion carried, Nehl elected.**

Federation Directors: Patten asked for nominations for the 3 open federation seats. Amundson, Nehl, Patten, Miller, and Marshall expressed interest. Amundson withdrew his name from consideration. Ballot votes were cast for the 3 Federation Directors. **Nehl, Miller and Marshall were elected as the 3 Federation Directors.**

USMEF Representative: **Nehl nominated Amundson for the NDBC USMEF Representative. Rohweder moved to cease nominations and cast a unanimous ballot, second by Patten. Motion carried. Amundson elected.**

Ex-Officio Directors: **Amundson moved to elect Maddock as an Ex-Officio Director and cast a unanimous ballot, second by Miller. Motion carried, Maddock elected.**

### ***Other Business***

The following organizations need directors from NDBC to represent the Commission: ND Ag Foundation, ND Ag Coalition, ND SBARE Animal Research Board. Rohweder volunteered to serve on the Ag Foundation and ND Ag Coalition, Patten volunteered to serve on the SBARE research board. **Zahn moved to elect the slate of candidates for the respective boards, second by Wagner.**

### ***Future Meeting Dates***

July 30 <sup>st</sup> 8am Board Meeting (Virtual)	August 27 <sup>th</sup> 8am Board Meeting (Virtual)
September 16 <sup>th</sup> Board Training Day (in person)	September 17 <sup>th</sup> Board Meeting (in person)
October 29 <sup>th</sup> Board Meeting (Virtual)	November 26 <sup>th</sup> - Board meeting (Virtual)
December 17 <sup>th</sup> Board Meeting (in person)	

**Three things: 1. Interns report was great information to take to stakeholders.  
2. Compliance report was valuable and easy to read.  
3. The breakdown of the budget was easy to follow and understand.**

**With no additional business, Patten adjourned the meeting at 2:27pm.**