

NORTH DAKOTA BEEF COMMISSION MINUTES

December 29, 2020

Conference Call

Call to Order

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 8:04 am.

Directors on call: Dvorak, Gloria Payne, Mark Voll, Fred Helbling, Lilah Krebs, Travis Maddock, Sharon Kickertz-Gerbig, Jason Zahn, Clark Price and Matt Lachenmeier.

Director absent: Jerry Effertz

Staff on call: Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner

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

A motion was made to approve the minutes of the December board meeting by Kickertz-Gerbig, seconded by Helbling. Motion passed.

Financial Report

The November 2020 financial reports were reviewed. **A motion was made to receive and file the financials by Voll, seconded by Zahn. Motion passed.**

National & International program updates

The Federation of State Beef Councils winter meeting was discussed. Price and Helbling will be submitting their names to the nominating committee for national positions. **A motion was made by Maddock to support Price for Federation Vice Chair and the Beef Promotion Operating Committee, and Helbling for the Beef Promotion Operating Committee, seconded by Voll. Motion passed.** Maddock reported on the NCBA Executive Committee meeting and the Beef. It's What's For Dinner 300 NASCAR race promotion in Daytona.

Events, Issues and Updates

Legislative Ag Commodity reporting session will be January 14. Everyone is encouraged to join the hearing virtually.

Bateman & Wardner gave updates on the children's reading program on Facebook, Build Your Base, and Holiday media and social media engagement. A research proposal titled "The Distribution and Indirect Effects of the Beef Checkoff", sent by the US Cattlemen's Association, was reviewed. After discussion, there was consensus the project was national in scope and outside the purview of the Commission. No action was taken.

Other Business

Bateman had requested input on programs board members thought should be highlighted in producer communications stories and the board provided ideas.

The next meeting will be January 26th. The meeting adjourned at 8:50 am.