

NORTH DAKOTA BEEF COMMISSION MINUTES
September 29, 2022

Call to Order

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 10:00 am.

Directors Present: Mark Voll, Sharon Kickertz-Gerbig, Fred Helbling, Jason Zahn, Lilah Krebs, Matt Lachenmeier, Clark Price & Travis Maddock and welcome to new members Brian Amundson and Joy Patten.

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

Guests: Julie Ellingson, ND Stockmen's Association; Mackenzie Schoen (virtually), NCBA Marketing Research staff

Agenda

The agenda was presented. Bateman added rental of a storage room as other business. **A motion to approve the agenda with the addition was made by Zahn, seconded by Kickertz-Gerbig. Motion passed.**

Minutes

Minutes were presented from the August 25 virtual conference call. **A motion to approve the minutes was made by Zahn, seconded by Lachenmeier. Motion passed.** A list was distributed of new committee appointments made by Voll. There was a question on the appointment process and a requested appointment to a committee.

Financial Report

Helbling reviewed the August 2022 financial report. Bateman covered the state/national revenue comparison. **A motion to receive and file the August financial report was made by Helbling, seconded by Zahn. Motion passed.** Bateman reported the State Audit is in progress, audit committee will report at the December meeting, and staff from the Cattlemen's Beef Board will also be conducting a periodic review of the NDBC October 5-7. The last review by CBB was in September of 2019.

Masset reported on collection and compliance efforts including approximately 900 letters that have gone out to producers since December resulting in around \$98,000 in checkoff being received. She is also working on a compliance project regarding producers selling beef of their own production. **A motion was made by Amundson to create a checkoff awareness campaign for small packing plants and producers selling beef directly to consumers and present it at the next meeting, seconded by Lachenmeier. Motion passed.**

National & International Program Updates

- USMEF fall meeting is November 9-11 in Oklahoma City. Funds have been budgeted for one person to attend. Krebs and Zahn have not gone yet. Amundson and Patten are also new and can attend. Zahn and Patten said no. Amundson said he could go, and Krebs will check her schedule and get back to Bateman.
- Maddock and Price gave a Beef Promotion Operating Committee update discussing the process and far more dollars requested than available.
- Price gave a Federation update, reporting on the BIWFD 300 project and a checkoff working group.
- Cattle Industry Convention is February 1-3, 2023, in New Orleans. Bateman has reserved a room block this year to hopefully expedite room reservations. Those considering going let Bateman know so she could make plans.
- Federation nominations for various national positions are open. Price will need to go through the nominating committee to move up to Federation Chair & BPOC, and Maddock will need to apply

for a second term on the BPOC as this is an annual election. **A motion was made to support Price's nomination for Federation VP, and Maddock's nomination for BPOC by Zahn, seconded by Kickertz-Gerbig. Motion passed.**

Program Partner Update

Patten gave an update on behalf of ND CattleWomen President Joy Soreide Kinsey, on the events held since July 1 by the ND CattleWomen.

Dashboard Research Report

Mackenzie Schoen, NCBA Marketing Research Manager, presented the Dashboard ND Consumer survey results. This has been done every other year. There was discussion about the possibility of more ND customization of the survey in the future and if doing more surveys was possible. **A motion to do the Dashboard survey annually with state specific questions, possibly including Powered By Beef, was made by Helbling, seconded by Krebs. Motion passed.**

Code of Conduct Policy

The annual Code of Conduct agreement was distributed by Bateman and each board member signed a form agreeing to abide by board policies. Voll shared the definition of the Chair position/responsibilities to make board aware of his responsibilities. At the request of some members, Bateman will print up hard copies of the policy manual and distribute to the board.

Executive Director & staff activity/event/program updates

Bateman and Wardner reported on several items:

- Producer meetings: September 28th in Flasher and September 29th in Napoleon
- Powered by Beef: videos, meetings, school participants
- Mini Grants
- Social Media: video production of food videos with Patten and Lachenmeier
- Tailgating
- Media interviews
- Upcoming staff and director meetings
- Interim Ag & Natural Resources final committee meeting
- Nutrition events coming up with dietitian, family physicians

Staff Changes

Bateman and Hoovestol will be retiring by the end of the year so there was discussion about this transition period and the process.

Other Business

Bateman will check into rental cost of a storage space in the basement of the office building to store large items and extra boxes of materials and items for beef promotions.

Ellingson gave a quick update on the ND Stockmen's Convention and thanked the Commission for their support and report to the Research & Education committee. She also let the board know that a current staff member and board member, Bateman and Helbling, were both honored at the convention and received Honorary Member awards.

Next Meeting

October 27-Conference call

November-no conference call unless needed

December 15 – board meeting in person

Helbling moved to adjourn, seconded by Zahn. Meeting adjourned at 2:42 pm.