

# NORTH DAKOTA BEEF COMMISSION MINUTES

## December 14, 2023

### **Call to Order**

North Dakota Beef Commission (NDBC) Chair Fred Helbling called the meeting to order at 8:30 a.m.

Directors Present: Brian Amundson, Sharon Kickert-Gerbig, Fred Helbling, Matt Lachenmeier, Jess Nehl, Joy Patten, Denise Rohweder, Valerie Wagner and Jason Zahn . Ex-Officio Directors absent: Travis Maddock and Clark Price.

Staff present were Wendy Masset, Leann Rosencrans and Nicole Wardner.

Guests: Dr. Greg Lardy, Laura Lacher, John Bullinger and Cody Nielson.

**Zahn moved to approve the agenda, second by Kickert-Gerbig. Motion carried.**

NDSU Foundation representative, Dr. Greg Lardy, presented NDSU Peltier Complex update. They are predicting to have full occupancy by mid-May and a ribbon cutting ceremony on a date to be determined in early June.

**Kickert-Gerbig moved to approve the October minutes, second by Wagner. Motion carried.**

### ***Financial Update***

Nehl gave an update on the October and November 2023 financial reports. **Nehl moved to receive and file the October and November financial reports, second by Lachenmeier. Motion carried.**

Rosencrans reported on collection and compliance efforts. She reported on the research process and the results from the recent collection and compliance letters mailed.

CD expiration was discussed. **Amundson moved to re-invest the December expiring CD for six months at the highest rate offered, second by Zahn. Motion carried.**

### ***Audit Committee Report***

The audit committee, chaired by Nehl, met on December 13. Present were committee members Kickert-Gerbig, Zahn and Helbling. The state auditors attended virtually. The annual audit report was discussed. The audit revealed no action items. **Nehl moved to accept the audit report and to add an ending time to the Audit Committee Meeting minutes of 4:32, seconded by Kickert-Gerbig. Motion carried.**

### ***Policy Committee Report***

Amundson gave a report on the policy committee. They will continue to work on the policies after the first of the year and get a 95% version of the Policy for the March board meeting.

### ***National & International Program Updates***

- Wagner gave a report on her experience at National Orientation in Denver. She expressed her concern that we need to give the school children more high-quality beef meals, as now, they are basing their opinion of beef as a very low-quality protein, as that is the level of product they are being fed.
- Amundson gave a report on the Fall US Meat Export Federation (USMEF) meeting that he attended in New Orleans November 8-10.

- The Cattle Industry Convention with the Federation and Cattlemen's Beef Board meetings will be January 31 to February 2 in Orlando, FL.
- Federation/Beef Promotion Operating Committee (BPOC) elections  
Travis Maddock – Federation Vice Chair and BPOC  
Fred Helbling – BPOC

### *USMEF Proposal*

The USMEF proposal was discussed. **Amundson moved to have a combined portfolio with at least one new developing market and one more established project area, and one USMEF membership, second by Zahn. Motion carried.** Wardner will give John Hiners an overview of our strategic plan and will ask him to prepare a presentation for our January Virtual meeting that will align with our strategic plan.

### *Bismarck Larks Marketing Presentation*

Bismarck Larks owner, John Bullinger and Cody Nielson, Marketing joined the meeting. John gave a very energetic presentation on partnering with the Bismarck Larks, explaining that it is not just a one-game sponsorship, and the marketing goes on all-year long reaching many other baseball program enthusiasts.

### *Strategic Planning*

Amundson presented a brief overview of the strategic planning session that was held on December 13th. Goals were presented to the board. Discussion was had on objectives needed for the goals. This will be an ongoing plan. **Amundson moved to follow the top 3 ideas of the strategic planning session of providing beef education to consumers in North Dakota and Internationally, drive/build consumer confidence in beef nationally and enhance producer communications in North Dakota and incorporating the application request form due March first of each year and follow this plan for the next 7 years as Vision 2030, second by Rohweder. Motion carried.**

### *Producer Meetings*

Helbling, Price, Maddock, Amundson, Rohweder and Wardner attended the Producer Meeting in Carrington and reported on the attendance and conversations. The Golden Valley producer meeting was postponed. Discussion was had on the necessity and ideas for future producer meetings.

### *Clearwater Marketing update*

Laura Lacher presented the Clearwater Marketing update.

### *Program Updates*

*Walmart Digital Ad Partnership.* Wardner presented an option to make a change to the intent of the dollars in the budget from Summer Grilling to the proposed Walmart Campaign. **Zahn moved to use \$15,000.00 of the Summer Grilling budgeted funds to be used on National Walmart Campaign in which we receive feedback and data, second by Nehl. Motion carried.**

*Research project update.* Wardner reported the NCBA managed research project that was fully funded by ND Beef Commission lead by Dr. Berg analyzing animal protein vs plant protein using 4 dietary patterns including an exercise program. Dr. Berg has asked for a 4–6-month extension to analyze the data, no additional funds were requested. He will provide a full report on the results in June or July. Board approved the extension.

*Funding Request.* Wardner presented a draft of a new AR Funding request form/application and process to submit funding requests. The process will change the timeline to submit all ARs between January 1 and March, starting January of 2024. Discussion on requested changes to the AR Funding request form/application: Evaluation tools, more specifics, presentations not guaranteed asking to have applicant complete applications as detailed as possible, all will be submitted in writing. Wardner will send email to all current sponsors next week. **Kickertz-Gerbig moved to approve the North Dakota Beef Commission promotion funding request form, second by Wagner. Motion carried.**

***Bismarck Larks. Amundson moved to approve a 3-year sponsorship with the Larks, second by Lachenmeier. Motion carried.***

***Upcoming Events***

*ND Dairy Convention.* January 17, Ramada, Bismarck. Rohweder, Wardner and Helbling to attend.

*Living Ag Classroom.* Minot - January 24 & 25, Bismarck - February 13 & 14, Fargo - February 26 - March 1. The board discussed outsourcing this if possible, because of the office needing to be closed so many days if staff handles these events.

*2024 Meeting Dates.* In-person meeting dates will be March 28, June 20, September 19 and December 19. If needed, virtual meetings will be at 8:00 a.m. January 25, February 29, April 25, May 30, August 29, October 31, and November 21. Chair of Committees will organize meeting dates for their committees.

**Chairman Helbling adjourned the meeting at 3:46 p.m.**