

NORTH DAKOTA BEEF COMMISSION MINUTES

March 28, 2024

Call to Order

North Dakota Beef Commission (NDBC) Chair Fred Helbling called the meeting to order at 10:01 a.m.

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

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

Guest: Alyssa Glass.

Zahn moved to approve the agenda with additions, second by Amundson. Motion carried.

Amundson moved to approve the February 29 and March 8 minutes, second by Lachenmeier. Motion carried.

Financial Update

Nehl gave an update on the February 2024 financial report. **Nehl moved to receive and file the February financial report, second by Kickertz-Gerbig. Motion carried.**

Rosencrans gave the Collection Compliance report on recent collection compliance efforts pertaining to the recent letters mailed. Direct-to-consumer meat sales were discussed, as well as selling cattle in another state that has a state checkoff.

Meeting Report

The SBARE Livestock meeting report was given by Lachenmeier. An Ag Coalition report was given by Helbling. Wardner gave an update on the State Audit Report of no findings.

National & International Program Updates

- Spring New Orientation was cancelled in Denver because of a storm. This will be presented again in the fall and a short virtual call will take place for now.

NDBC Position Opening

Lachenmeier moved to form a committee to gather information on the cost of filling the vacant marketing position with an employee, Clearwater new contract cost and another outside vendor cost and bring it to the April meeting, second by Kickertz-Gerbig. The actual position title and duties for the vacant position was discussed. If the board strategically wants to continue and expand promotion within ND then filling the position is needed. Amundson requested to change the timeline to move the process along. Zahn suggested not having a committee and just have Wardner bring the suggested 3 options to the April meeting. **Motion failed. Zahn moved for Wardner to bring the 3 options on the cost for the vacant position, Clearwater contract cost and another outside vendor cost to the April meeting, second by Lachenmeier.** Discussion was had to possibly hold a Special Meeting to speed up this process. **Motion carried.**

Committee Reports

The Policy update was not ready for the board review.

Amundson moved to accept the Marketing Committee report, second by Lachenmeier. Amundson moved the chairman read the applicants for Funding and Sponsorship and a board member can request to set any aside for further discussion and the rest get approved, second by Rohweder. Motion carried. For the Funding Request, ND CattleWomen, NDSU SAND, Minot Baseball/Softball and RE Arena-UND Athletics were pulled for further discussion. **Amundson moved to accept the non-pulled Funding Requests, second by Lachenmeier. Motion carried.** The ND CattleWomen completeness of applications were reviewed. **Lachenmeier moved to increase the Marketing Committee's proposed funding amount by \$15,000 for the ND CattleWomen upon them resubmitting by the April meeting, second by Kickertz-Gerbig. Lachenmeier moved to rescind his motion. Motion rescinded. Zahn moved to increase the Marketing Committee's proposed funding amount by \$5,000 for the ND CattleWomen, second by Patten. Nehl, Patten, Rohweder, Wagner & Zahn voted aye. Kickertz-Gerbig, Lachenmeier and Amundson voted nay. Helbling abstained. Motion carried.** The terminology of the NDSU-SAND application was discussed. **Amundson moved to approve the NDSU-SAND application as submitted, second by Rohweder. Motion carried.** A three-year request was made by Minot Baseball/Softball, a counter request was made for 1 year of softball only. **Lachenmeier moved to approve the \$5,000 for 1-year to the Minot Softball, second Kickertz-Gerbig. Motion carried.** The application process was discussed on the RE Arena – UND Athletics. **Nehl moved to fund the RE Arena – UND Athletics in full, second by Patten. Motion carried.**

For the Sponsorship Request, NDSU Extension Programming was pulled for further discussion. **Zahn moved to accept the non-pulled Funding Requests, second by Wagner. Motion carried. Lachenmeier moved to follow the Marketing Committee's suggestion to not fund the NDSU Extension Programming request, second by Amundson. Motion carried.** Suggestion was made to have an in-house class on filling out the application forms in the future.

Event/Programming Update

Clearwater. Alyssa Glass from Clearwater gave an update on what is happening with the social media, graphic design and projects. NDBC has been with Clearwater since 2018 and the contract will be ending in June.
KFYR. Wardner gave an update what the NDBC gets with the KFYR contract that will be ending in September.
Mini Grant. Wardner reported the mini school grant reports have started to come in with some excellent pictures. Wardner will get these pictures to Clearwater for social media.
Powered by Beef. Wardner gave an update on PBB programs. Spoke about Dickinson High School Athletics Weight Room update and collaboration.
May is Beef Month. There will be multiple educational and promotional events going on in May that include Nurses Appreciation, Be Beef Strong 5K, Best Burger Contest, Jr. Beef Readers Challenge, 4-H Grill Master Contest which Helbling will judge, School Food Service Promotion beef recipes and promotional items, and Grocery Store reach outs. Working on getting Governor Doug Burgum to make a Declaration.
FFA Beef Signing Day. An opportunity for FFA Juniors and Seniors to be part of the FFA Beef Signing Day will take place at the FFA Foundation Career Day, during the State FFA Convention in June. Applicants must go through their FFA Advisor and complete 4 of the 10 available promotion of beef options.

Upcoming Events

April 2, US MEF United Export Strategy Meeting. Amundson will attend, Denver, CO.

April 25, Virtual Board Meeting

May 7,8,9, Executive Professional Council & Affiliate Directors Conference. Wardner will attend, St. Lois, MO.

June 12, Ribbon Cutting at the Peltier Complex from 10-2. Board members and Wardner will attend.

Chairman Helbling adjourned the meeting at 3:19 p.m.