

NORTH DAKOTA BEEF COMMISSION MINUTES  
Virtual Conference Call  
February 29, 2024

North Dakota Beef Commission (NDBC) Vice Chair Jason Zahn called the meeting to order at 8:02 a.m.

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

Staff Present: Wendy Masset, Leann Rosencrans and Nicole Wardner.

**Amundson moved to approve the agenda as presented, second by Patten. Motion passed.**

Minutes were previously delivered from the January 25, 2024, Board Meeting. **Patten moved to approve the December 14 minutes, second by Amundson. Motion passed.**

*Financial Report*

Nehl gave an update on the January 2024 Financial Report. **Nehl moved to receive and file the January financial report, second by Wagner. Motion passed.**

Gavel was passed to Helbling who joined the meeting.

*Budget Committee Report*

Nehl reported on the Budget Committee meeting held on February 22, 2024. Amundson, Lachenmeier, Nehl, Patten and Wardner attended in the office. **Nehl moved to receive and file the Budget Committee report and move the recommendation to the board to increase payment to the Peltier Complex from \$100,000.00 to \$200,000.00, second by Zahn. Motion passed.**

*Policy Committee Report*

Amundson reported on the Policy Committee meeting held on February 22, 2024. Amundson, Nehl, Patten, Price and Wardner attended in the office. **Amundson moved to receive and file the Policy Committee report, second by Patten. Motion passed.** The Policy Committee will meet virtually prior to the March board meeting.

*National/International*

The *Cattle Industry Convention* was held in Orlando February 1-3, 2024. Helbling, Maddock and Nehl gave brief reports on the Federation committee meetings they attended. Wardner thanked Price for his time serving as Chair of the Federation and a member of the Beef Promotion Operating Committee. Maddock was re-elected to the Beef Promotion Operating Committee. Maddock reported there will be an operating committee meeting the first week of April.

Wardner reported that John Hiners, USMEF, had contacted her as they have a foreign trade trip on May 4-11<sup>th</sup> for 7 days to South Korea and Japan. USMEF is offering this opportunity to selected beef councils and has offered this opportunity to NDBC. The estimated cost will be approximately \$6,500.00 including Per Diem. The board member attending this promotional trip would be expected to be available for media interviews and take videos for a daily blog. Zahn recommended any board members wanting this experience should contact Wardner or Helbling prior to March 15<sup>th</sup>. Rohweder expressed interest in representing NDBC. The USMEF has a meeting coming up in April and the spring meeting is May 22-25<sup>th</sup>.

*Event Updates*

Wardner gave a brief report on upcoming events which are Little League World Series, UND Promotion/Marketing, Powered by Beef High School Coach's Clinic and NAHSCAA and Shrine Bowl, and State FFA Convention.

*Other Business*

There was no further business to discuss.

*Next Meetings*

March 7, Marketing Committee. 10 a.m.

March 28, Quarterly board meeting, NDBC Conference Room, 10 a.m.

June 12, Peltier Complex ribbon cutting.

September 7, UND and NDSU tailgating. Board assistance was requested for these 2 events.

**Zahn moved to adjourn the meeting, second by Nehl. Motion passed.** Meeting adjourned at 8:40 a.m.