

NORTH DAKOTA BEEF COMMISSION MINUTES  
Virtual Conference Call  
April 25, 2024

North Dakota Beef Commission (NDBC) Chair Fred Helbling called the meeting to order at 8:01 a.m.

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

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

Guest: Kari Goldade (IBAND)

**Amundson moved to approve the agenda as presented, second by Kickert-Gerbig. Motion carried.**

Minutes were previously delivered from the March 28, Board Meeting. **Nehl moved to approve the March 28 minutes with two corrections. The Financial second was by Kickert-Gerbig, not Patten and clarification in the Event/Programming Update with the sentence starting with Working on getting... to say, Working on getting Governor Doug Burgum to make a Declaration., second by Rohweder. Motion carried.**

*Financial Report*

Nehl gave an update on the March 2024 Financial Report. **Nehl moved to receive and file the March financial report, second by Patten. Motion carried.**

*National/International*

US-MEF Meeting. Amundson reported on the USMEF Strategic planning meeting he attended.

National Update - Summer Business Meeting. Wardner informed the board the summer meeting is July 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> in San Diego. The Board meeting is June 20<sup>th</sup> and does not allow a lot of time to book tickets for newly elected federation directors to reserve airline tickets within 2 ½ weeks for pricing. Wardner will register and change the names as needed and will hold off on flights until new federation directors are elected.

*Staffing/Contract position*

The staff position description and bids from Clearwater and Odney were previously delivered to the board. **Amundson made a motion to not enter into contract with Clearwater or Odney to perform our communications and marketing and to open an additional employee position to perform these job duties, second by Rohweder. A discussion was had with comments around outsourcing vs additional employee position, transparency and a fixed cost, and what the greatest use of our producer funding would be. Motion carried.**

**Nehl moved to approve the job description with hiring salary of \$4,167 plus/month with an option for Wardner to negotiate with the qualifying candidate a salary up to \$5,000, second by Amundson. Motion carried.**

*Event Updates*

Rosencrans reported on May is Beef Month updates.

Wardner reported the CBB changes needed to be researched for the Marketing Plan Committee, the Personnel Committee will be meeting Tuesday, April 30 and the Budget Committee will set up a date after the Personnel Committee meets.

*Other Business*

There was no further business to discuss.

*Next Meetings*

April 30, Personnel Committee

May 30, Virtual Call

June 20, Quarterly in-person board meeting,

**Helbling adjourn meeting 9:02am.**