

NORTH DAKOTA BEEF COMMISSION MINUTES

August 28, 2024
Virtual Conference Call

Call to Order

North Dakota Beef Commission (NDBC) Chair Jason Zahn called the meeting to order at 8:00 am.

Directors present: Jason Zahn, Joy Patten, Jess Nehl, Brian Amundson, Denise Rohweder, Val Wagner, Carmel Miller, Lane Marshall and Austin Henderson. Ex-Officio directors: Travis Maddock & Fred Helbling

Staff present: Nicole Wardner, Wendy Masset, Rhiannon Wenzel

Guests present: Don Winter

A motion was made to approve the agenda by Wagner, seconded by Rohweder. Motion carried.

Minutes

A motion was made to approve the minutes of the June 20, 2024 board meeting by Patten, seconded by Henderson. Motion carried.

Financial Report

Secretary/Treasurer Nehl reported on the June 2024 month, fiscal year end financials, and July 2024 financials. **Nehl moved to receive and file the June and July financial reports, seconded by Miller. Motion carried.**

Amundson moved to increase the per diem amounts for directors to \$135/day, \$70/half day, and \$35/quarter day. Henderson seconded. Motion carried.

New Hire

Wardner announced Don Winter has been hired as the Collections and Compliance Specialist. His start date is Monday, September 9th, 2024.

National/International Items

Mid-Summer Conference – Patten, Amundson, Nehl, and Maddock gave reports from Federation Checkoff Committee meetings in San Diego. Patten participated in and reported back to the board in the Consumer Trust Committee. Amundson was participated in and reported back to the board on the Domestic Marketing, Nehl participated in and reported back to the board on the International Marketing Committee, and Maddock participated in Beef Promotion Operating Committee working group meeting.

Operating Committee meets September 4-5 in Denver- Maddock and Wardner will be attending. Meetings will be available to attend online. Board members interested in attending online will email Nicole and she will register and send a link.

Events/Issues/Updates:

Wenzel updated the board on the new Facebook page “ND Beef Checkoff”. The intent of the page is to be producer facing and share information on Checkoff investments to stakeholders. Wenzel encouraged all directors to follow, like, share to increase awareness of the page.

Military Appreciation Day –Patten and Zahn reported on the Military Appreciation Event at the ND State Fair. Wardner, Wenzel, Marshall and Maddock also attended. 1400 Military family members attended. NDSA will provide a report soon.

Wenzel shared the successes from the Larks baseball game re-brand “Heartland Holy Cows”. More information will be available at the September meeting with a partnership with Great Plains Food Bank.

Wardner reported on the Powered by Beef program and the updated content staff is working on for High School athletes. Videos have been recorded with Nutritionist, Bridget Bullinger. More information will be available at the September meeting.

Ranch sign orders have been coming in. Wenzel shared that advertisements are out on social platforms, and in producer magazines. NDBC cannot make a profit from promotions. All signs are at cost.

NDBC has expanded its tailgating presence this fall. NDBC will start at U Mary in Bismarck on August 29, at UND on Sept 7, be at NDSU on Sept 7, 21, Oct 5 and 19 and be at DSU Sept 28. Board members are needed to help with these events and interact with consumers. Please reach out to Wardner if you can participate.

Other Business

Zahn brought the SBARE animal research board representation from NDBC. Wagner self-nominated for the position. Amundson moved to cease nominations and cast a unanimous ballot for Wagner. Wagner elected.

Zahn announced the committee assignments for the 24/25 fiscal year.

Policy – Rohweder, Maddock, Helbling and Henderson

Budget - Nehl, Amundson, Rohweder and Miller

Audit - Nehl, Wagner, Miller, and Marshall

Personnel – Zahn, Patten, Wagner, and Marshall

Marketing - Patten, Amundson, Nehl, Zahn

Directors are asked to contact Zahn if they have a conflict with a committee they are appointed to.

Stockmen’s Convention is on Sept 18-20 in Bismarck. Zahn is scheduled to speak at lunch on Friday. Nehl, is presenting to the Research and Education Committee on the USMEF trip. CBB director, Jason Schmidt is presenting on the ROI study just released on the Beef Checkoff. NDBC will have a booth at the tradeshow staff will man.

Annual Conference is in San Antonio February 4-6, 2025. Please contact Wardner if you are planning on attending.

Next meetings:

Sept 24, 2023 - Board workshop – NDBC Board Room 9am-5pm

Sept 25, 2023 – NDBC Conference Room—start at 8am

A motion was made to adjourn by Wagner, second by Rohweder. Motion Passed

Zahn adjourned the meeting at 9:01am.