

# NORTH DAKOTA BEEF COMMISSION MINUTES

September 25, 2024

Quarterly meeting, Beef Commission Conference Room

## ***Call to Order***

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

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

Staff present: Nicole Wardner, Wendy Masset, Rhiannon Wenzel, Don Winter

Guest present: Julie Ellingson, North Dakota Stockmen's Association

Zahn asks for announcement of Conflict of Interest: None noted.

**A motion was made to approve the agenda by Nehl, seconded by Amundson, motion carried.**

## ***Minutes***

**A motion was made to approve the minutes of the August 28, 2024, board meeting by Wagner, seconded by Marshall. Motion carried.**

## ***Financial Report***

Secretary/Treasurer Nehl reported on August 2024 month financials. **Nehl moved to receive and file the August financial reports, seconded by Patton. Motion carried.**

CD expiration: Nehl reported on the expiration of the national CD in October. The board discussed options including rates and terms. **Nehl moved to reinvest for 12 months at highest rate offered, seconded by Amundson. Motion carried.**

State Audit: Wardner reported the annual audit has begun. Wardner and Masset are assisting state auditors in the process.

## ***Proposals***

Wardner presented a proposal from Teal Properties Group (TPG), which does promotions for NDHSAA. TPG has contracted with NDBC for 2 years. Wardner reported on changes proposed. **Amundson moved to engage with NDHSAA through TPG, seconded by Miller. Motion failed.**

Wardner presented an analog and streaming proposal from KFYZ Television. **no action taken.**

## ***National/International Items***

Beef Promotion Operating Committee: Wardner and Maddock reported on the Beef Promotion Operating Committee (BPOC) meeting in Denver Both discussed the process of investing national dollars as well as the comments and concerns BPOC committee members had with national contractors.

National Convention: The importance of having NDBC Board Members attend the National Convention in San Antonio, TX was discussed, and plans will be made for those directors attending.

USMEF: Amundson will attend USMEF Fall meeting in Tucson in November. Wardner presented potential 2025 investments for global beef promotions. Wardner will reach out to USMEF staff for a formal proposal in an upcoming meeting. The board directed Wardner to reach out to other commodity groups to learn more about their investments and potential collaboration. **Nehl moved to renew the NDBC membership for USMEF, seconded by Rohweder. Motion carried.**

### ***NDBC Programming***

Mini-Grants: Wardner provided information/update on NDBC mini-grant program. The program continues to grow and create impact. Wardner shared possible updates to provide for more schools to participate.

NHSACA: Wardner provided information on the NHSACA partnership. Discussion by board ensues, Nehl suggest hosting possible webinar in future.

Ranch signs: Wenzel provided an update on progress of the campaign. Wardner asked for direction on desired length and duration of the campaign.

Bismarck Larks: Wardner provided information on the “Powered by Beef” Holy Cows promotion with Bismarck Larks baseball. The first year of the three-year promotion was successful.

Bismarck Bobcats: Wardner provided an update on the current “Powered by Beef” promotional partnership with Bismarck Bobcats hockey.

NDSA and IBAND Conventions: Wardner attended both industry conventions and reported to the board checkoff related discussions held by both groups.

Tailgating: Wardner provided an update on the promotional program. Patten, Nehl, Wagner, Rohweder, and Miller all participated in events held so far, and shared a brief report. NDBC had previously attended tailgates at UMary, NDSU and UND. Additional tailgates are scheduled for Dickinson State University and NDSU.

Producer meetings: Wardner asked directors for feedback in holding producer targeted meetings across the state to inform producers where checkoff dollars are being invested. The board shared no immediate need to host an event.

Annual Report: Wardner provided information the annual report and ask for input on what producers want to hear, and the means for distributing the information. **Amundson moved to keep the report in the same format as previously generated, Marshall seconded. Motion carried.**

### ***Reports***

Kyle Smith of Dickinson State University Heritage Foundation updated the board virtually on the impact Beef Checkoff dollars had for DSU athletics. Smith thanked the board and offered images of how the “Powered by Beef” refueling station in the school’s weight room is being utilized.

Skyler Lenz and Kyle Sedgewick of NCBA updated the board virtually on the progress of the national; digital advertising campaigns that the NDBC invested in. Lenz provided background information on the process and campaign performance, and Sedgewick walked the board through the current media campaigns and performance.

***Other Business***

Board discussed and analyzed effectiveness of the professional development training the board participated in. All events of the day were well regarded and received.

Julie Ellingson (NDSA) briefly offered insights on NDSA's upcoming items, including support of NDBC and the upcoming NDSA Youth Leadership Summit.

***Next Meetings***

October 30, 2024- Virtual Call- 8:00 am

November 20, 2024-Virtual Call- 8:00 am

December 16, 2024-Quarterly meeting with MT Beef Council-Sidney, MT

**A motion was made to adjourn by Marshall, seconded by Miller. Motion carries**

**Zahn adjourned meeting at 12:47 pm.**