

**Montana Beef Council Board of Directors Meeting Minutes  
June 4, 2019 | MBC Office**

**Call to Order, Welcome and Introductions:** President Jim Taber called the meeting to order at 8:10 a.m., welcomed attendees and made introductions.

**Members Present:** Jim Taber (President), Kiley Martinell (Vice President), Brett Dailey, Bill Cok, Travis Choat, Andrew Tuss, Shane Flowers, Kathy Creighton-Smith, Andy Kellom, Heather Fryer, Corey Schultz. Not present: Gary Wold, Kristin Larson (ex-officio). Staff: Chaley Harney, Sue Broyles, Lisa Murray, Tammy Bridges. CBB: Lynda Grande, Katie Cooper. Guests: Kahl Sesker.

**Approval of Agenda:** President Jim Taber asked if there were any additions or amendments for the agenda. Kiley Martinell moved to approve the agenda as printed and Brett Dailey seconded. Motion passed.

**Approval of Minutes:** President Jim Taber asked if there were any additions or corrections to be made to the minutes from the January 15, 2019 board meeting. Brett Dailey moved to approve the minutes as mailed and Andy Kellom seconded. Motion passed.

**Financial Reading:** Vice President Kiley Martinell shared MBC's financial standing as of May 31, 2019 with the members. There were no amendments to the budget, therefore no vote was required.

**Correspondence:** The correspondence received since the last meeting was passed around for review and each board member initialed that they had seen the documents. The board members also reviewed the Montana Beef Council form 990.

**Officer Reports:**

**President-** Jim Taber reported that he is hearing from producers about the television advertisements being seen.

**Vice President-** Kiley Martinell reported she is hearing positive comments about the television commercials also and she has been sharing information about the consent form process.

**Executive Director-** Chaley Harney provided an update on programs being carried out since January as well as an update on the lawsuit. Board members also received a printed copy of the program update.

**National Reports:**

**CBB-** Lynda Grande and Katie Cooper reported that they will be attending the upcoming Cattle Industry Summer Business Meeting and serving on their respective committees to represent Montana. Lynda Grande shared that a new CBB CEO was hired and a budget for the 2020 fiscal year was set.

**National Reports (continued):**

**Federation-** Kiley Martinell, Kathy Creighton-Smith, Andy Kellom and Shane Flowers reported that they represented Montana at the Cattle Industry Convention while serving on their respective committees. A printed report was included in the board member packets.

**USMEF-** Brett Dailey provided the board with a report from the May USMEF meeting. Board members received a copy of the latest export statistics from USDA and USMEF.

**Ex-Officio-** Kristin Larson was not present.

**Committee Reports:**

**Executive-** Chairman Jim Taber reported that he continues to stay updated and in contact with the staff.

**Budget-** Chairwoman Kiley Martinell did not have anything to report.

**Bylaws-** Chairman Andy Kellom did not have anything to report.

**Education-** Chairwoman Kiley Martinell shared that the committee funded more projects with consented dollars in April.

**Producer Communication-** Chairman Shane Flowers shared that the committee funded more projects with consented dollars in April.

**Promotion-** Chairman Travis Choat shared that the committee funded more projects with consented dollars in April.

**Special Committee Reports:**

**Collections and Compliance-** Chairman Brett Dailey shared the extensive collection and consent process with the board. Tammy Bridges updated the board on her portion of the collection process and shared information about the next Board of Livestock meeting.

**\$.25 Montana Research-** Chairman Bill Cok did not have anything to report.

**Nominating-** Chairman Jim Taber did not have anything to report.

**USDA Comments-** Kahl Sesker, marketing specialist for USDA, shared an update with the board in regards to the status of the R-CALF v. USDA lawsuit. He also shared his insight from the review that was conducted with MBC and is working on compiling the report.

**Unfinished Business:**

**CBB Administrative (Collections) Agreement:**

The agreement between MBC and the Cattlemen's Beef Board for reimbursement of collections remains in place and no changes were noted at this time.

**FY 2020 Strategic Priorities approval-** The board reviewed the strategic priorities for the council for the 2020 fiscal year. Kiley Martinell moved to accept the priorities and Heather Fryer seconded. Motion passed.

The Montana Beef Council Fiscal Year 2020 Strategic Priorities:

***Drive Growth in Beef Exports***

***Promote Unique Attributes of U.S. Beef:*** Promote the unique attributes of U.S. beef in foreign markets (quality, safety, sustainability and nutritional value).

***Promote and Strengthen Beef's Value Proposition***

***Connect and Communicate Directly with Consumers:*** Capitalize on flexible new media technologies and innovative communication tactics to design and deliver memorable messages directly to consumers, regarding beef's quality, safety and nutritional value and the beef community's commitment to animal well-being and the sustainable use of natural resources.

***Research and Communicate Beef's Nutritional Benefits:*** Invest in credible research to assess, document and communicate the value of beef's nutritional health benefits.

***Grow Consumer Trust in Beef and Beef Production***

***Protect Beef's Image:*** Align and collaborate with a broader group of industry partners, and other organizations, to anticipate and combat attacks against beef, beef products and today's American agriculture that undermines consumer trust. (Capitalize on the increased influence that traditional and nontraditional retail and foodservice operators have on consumers.)

***Engage Beef Advocates:*** Engage the entire beef community (including beef, dairy and veal producers and industry partners) in building consumer trust. A critical component must be increasing opportunities for food industry influencers to get first-hand experiences with beef producers and beef production practices. Refine ability to quantify return on investment on influencer engagement.

**Unfinished Business (continued):**

The Montana Beef Council Fiscal Year 2020 Strategic Priorities (continued):

***Inform and Educate Beef Checkoff Investors***

*Communicate Beef Checkoff Programs and Results with Investors: Utilize a variety of media and communication methods to educate, inform and build awareness around Beef Checkoff programs and results with beef producers.*

**Collection Specialist Update and Review-** The board received an update about the new position that was created to help process producer consent paperwork and return consent dollars to MBC.

**FY 2019 Requests and Consented Dollar Funding-** The board discussed options for dispersing the additional consented funds available within the budget. The board agreed that the committee chairs would again expend the additional consented funds available into the program areas.

Brett Dailey moved to allocate \$13,000 of the consented dollars for the Federation Directors to attend the Cattle Industry Summer Business Meeting. Kathy Creighton-Smith seconded. Motion passed.

Heather Fryer moved to propose that the Federation of State Beef Councils pay the balance of the MTN television campaign of \$18,750, waive our investment commitment for 2020 and allow us to retain our four Federation director seats. Brett Dailey seconded. Motion passed with nine members in favor and one opposed.

Kiley Martinell moved to request the USMEF waive our investment commitment for 2020 and allow us to retain our seat. Andy Kellom seconded. Motion passed.

**New Business:**

**2018 NCBA Audited Financials, Negative Assurance Statement Review-** The board reviewed financial reports and during that review, nothing came to the attention that caused them to believe that funds invested were not expended in accordance with the requirements of the Beef Promotion and Research Order. Travis Choat moved to accept the review. Andy Kellom seconded. Motion passed.

**2018 USMEF Audited Financials Review-** The board reviewed financial reports and during that review, nothing came to the attention that caused them to believe that funds invested were not expended in accordance with the requirements of the Beef Promotion and Research Order. Brett Dailey moved to accept the review. Andy Kellom seconded. Motion passed.

**Adjournment:** President Jim Taber asked if there was any further business to come before the board and seeing none he called for adjournment. Kiley Martinell moved to adjourn and Kathy Creighton-Smith seconded. Motion passed. The meeting was adjourned at 1:56 p.m.

**Next Meeting:** The next regularly scheduled board meeting will take place on Friday, September 13, 2019 in Billings, MT at 8:00 a.m. The board committees will hear and review presentations from prospective partners on Thursday, September 12, 2019.