**Montana Beef Council Board of Directors Meeting Minutes**

**May 21, 2021 | Home2Suites, Helena**

**Call to Order, Welcome and Introductions:** President Kiley Martinell called the meeting to order at 8:04 a.m., led the Pledge of Allegiance, welcomed attendees, and asked for introductions.

**Members Present:** Kiley Martinell (President), Montana Stockgrowers Association; Brett Dailey (Vice President), Montana Farmers Union; Kathy Creighton-Smith, Montana Angus Association; Bill Cok, Montana Dairymen; Ken Morris, Montana Cattlemen’s Association; Wes Jensen, Montana Farm Bureau Federation; Andy Tuss, Montana Food Distributors Association; Andy Kellom (virtual), Montana Cattle Feeders; Heather Fryer, Montana CattleWomen Inc.; Shane Flowers, Montana Meat Processors Association; Travis Choat, Montana Stockgrowers Association; Corey Schultz (virtual), Montana Livestock Auction Market Association;. Staff: Chaley Harney, Sue Broyles and Tammy Bridges. USDA: Kahl Sesker (virtual). Guests: Anna Slivka, Jake Callantine, Gene Curry, Cheryl Curry, Nina Baucus, Mike Honeycutt, Ethan Wilfore, Kim Dallas. CBB: Lynda Grande (virtual). Not present: Jimmy Taber, ex-officio; Katie Cooper, CBB; Turk Stovall, CBB.

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

**Approval of Minutes:** President Kiley Martinell asked if there were any additions or corrections to be made to the minutes from the January 15, 2021 meeting. Brett Dailey moved to approve the minutes as mailed and Travis Choat seconded. Motion passed.

**Financial Reading:** Business Manager Sue Broyles shared MBC’s financial standing as of April 30, 2021 with the members.

**Officer Reports:**

**President-** Kiley Martinell reported that the executive committee carried out a new member orientation for Wes Jensen and Ken Morris and reminded board members to review the Duties of Council Members, which were included in each member’s packet. Each member received a Director Commitment form to sign and return to the office.

**Vice President-** Brett Dailey did not have anything to report.

**Executive Director-** Chaley Harney provided an update on the status of the R-CALF v. USDA lawsuit, a program update for the past few months and upcoming events.

**USDA Agriculture Marketing Service Update-** Kahl Sesker provided an update from the Agriculture Marketing Service and provided a review of the CBB nomination timeline and process.

**Committee Reports:**

The board heard reports from the following committees:

**Executive-** Chairwoman Kiley Martinell presented proposed updates to the MBC committee structure to align with the budget restructure. Heather Fryer moved to approve, and Brett Dailey seconded. Motion passed.

Chairwoman Kiley Martinell recommended changes to the MBC Policy and Procedure Manual to clarify the terms of office. Kathy Creighton-Smith moved to approve, and Travis Choat seconded. Motion passed.

**Budget-** Chairman Brett Dailey reviewed the proposed budget amendments with the board. Collections line item 4191 proposed budget amendment was $11,000. Heather Fryer moved to approve, and Kathy Creighton-Smith seconded. Motion passed.

Summer intern line item 4275 proposed budget amendment was $9,250. Brett Dailey moved to approve, and Heather Fryer seconded. Motion passed.

Equipment maintenance line item 6203 proposed budget amendment was $6,000. Brett Dailey moved to approve, and Heather Fryer seconded. Motion passed.

**Bylaws-** Chairman Andy Kellom was absent from the meeting during the time of his report.

**Education-** Chairman Corey Schultz was absent from the meeting during the time of his report.

**Producer Communication-** Chairman Travis Choat presented a status report on all programs in this area.

**Promotion-** Chairman Brett Dailey presented a status report on all programs in this area.

**Special Committee Reports:**

The board heard reports from the following special committees:

**Collections and Compliance-** Chairwoman Heather Fryer and Director of Collections and Compliance Tammy Bridges.

**$0.25 Montana Research-** Chairwoman Kathy Creighton-Smith

**Nominating-** Chairwoman Kiley Martinell reminded the board members if they are interested in any positions to let the committee know.

**National Reports:**

**Federation of State Beef Councils-** Federation Directors Kiley Martinell, Kathy Creighton-Smith and Brett Dailey shared that they would be attending the Summer Cattle Industry Convention along with NCBA Region V Director Andy Kellom.

**National Reports (continued):**

**U.S. Meat Export Federation-** Heather Fryer reported that she will be attending the upcoming virtual USMEF meeting. Board members received a copy of the latest export statistics from USDA and USMEF.

**Cattlemen’s Beef Board-** Lynda Grande shared that she will be attending Summer Cattle Industry Convention and shared a budget update from CBB.

**Unfinished Business:**

**MBC Final Audit Review-** The board received a final copy of MBC’s annual audit for final review. Brett Dailey moved to approve, and Heather Fryer seconded. Motion passed.

**2020 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. Brett Dailey moved to approve, and Wes Jensen seconded. Motion passed.

**2020 USMEF 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. Brett Dailey moved to approve, and Wes Jensen seconded. Motion passed.

**MBC 2022 Strategic Priorities Approval-** The board participated in a strategic planning process and developed a set of priorities for the upcoming fiscal year through a voting process. Additionally, the mission statement was revised. Brett Dailey moved to adopt the top four strategic priorities, plus producer communications, and Wes Jensen seconded. Motion passed.

**Mission Statement**

The Montana Beef Council is organized to enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.

**Strategic Priorities** (in no particular order)

**Promote and Capitalize on the Multiple Advantages of Beef**

***Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef:*** Promote online marketing solutions and identify ways to safely, efficiently and affordably deliver fresh and frozen beef directly to consumers.

***Implement a marketing campaign that communicates beef’s advantages compared to alternative proteins:*** Conduct market research and develop a marketing campaign that defines and communicates beef’s comparative advantages and effectively highlights attributes important to consumers (e.g. on-pack labeling, nutritional facts labeling and/or other point-of-purchase communication.)

**MBC 2022 Strategic Priorities Approval (continued)-**

**Grow Consumer Trust in Beef & Beef Production**

***Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production:*** Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety and beef nutrition. Identify, train and develop grassroots representatives to serve as trained industry spokespeople.

**Drive Growth in Beef Exports**

***Collaborate with targeted partners to promote U.S. beef in foreign markets:*** Cultivate existing relationships and develop new relationships with industry partners who are willing to invest resources in promoting and marketing U.S. beef.

**Inform & 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 and cattle producers.

**New Business:**

**MCW Kids Ag Book Request-** The board reviewed a new proposal from the Montana CattleWomen for a new book concept to be photographed and distributed in Montana and chose not to fund it at this time but suggested that they work on a distribution strategy and could submit a proposal by August 1 for potential funding in the next fiscal year.

**Adjournment:** President Kiley Martinell asked if there was any further business to come before the board and seeing none she called for adjournment. Andy Tuss moved to adjourn, and Wes Jensen seconded. Motion passed. The meeting was adjourned at 4:18 p.m.

**Next Meeting:** The next regularly scheduled board meeting will take place on September 23-24, 2021 in Billings, MT. The committees will convene at 8:00 a.m. on September 23 to hear project funding request presentation and propose recommendations. The full board will meet on September 24 at 8:00 a.m. to review and approve the new fiscal year budget and marketing plan, along with other regular business meeting items.