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**Montana Beef Council Board of Directors Meeting Minutes
June 19, 2018 | Scott Hart Building, Helena**

Call to Order, Welcome and Introductions: President Jim Taber called the meeting to order at 1:25 p.m., welcomed attendees and made introductions.

Members Present: Jim Taber (President), Kiley Martinell (Vice President), Kathy Creighton-Smith, Bill Cok, Corey Schultz, Gary Wold, Travis Choat, Richard Anderson, Shane Flowers, Andy Kellom, Heather Fryer. Not present: Brett Dailey, Kristin Larson. Staff: Chaley Harney, Sue Broyles, Lisa Murray, Tammy Bridges. CBB: Lynda Grande, Katie Cooper, Turk Stovall. Guests: Todd Johnson, Laurie Munns. Guests via phone: Mike Dinkel, Kahl Sesker.

Approval of Agenda: President Jim Taber asked if there were any additions or amendments for the agenda. Travis Choat moved to approve the agenda as printed and Andy Kellom 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 May 17, 2018 conference call. Heather Fryer 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, 2018 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.

Officer Reports:

President- Jim Taber reported that he has stayed in contact with the office and had visited with many producers and attended producer meetings to discuss the consent form process. He thanked the staff for their continued efforts during the increased workload.

Vice President- Kiley Martinell reported the same.

Executive Director- Chaley Harney and staff provided an update on the producer consent process and progress at this point, along with the status of the R-CALF v. USDA lawsuit. Lisa Murray shared the few program updates there were available with members.

National Reports:

CBB- Katie Cooper and Turk Stovall shared their experiences from the new member orientation and offered their support to MBC as new CBB members. Lynda Grande reported she will be attending the upcoming Cattle Industry Summer Business meeting and continues to support MBC by talking with producers about the checkoff.

National Reports (continued):

Federation- Kathy Creighton-Smith shared that she continues to discuss the consent form process with producers. Andy Kellom reported that the Cattle Industry Convention was very worthwhile and he discussed the issues we are having with many producers from other states. Shane Flowers reported that he appreciates the work of the MBC staff and he is staying updated with his Nutrition and Health committee. Kristin Larson was not present.

USMEF- Jim Taber shared that Brett Dailey attended the recent USMEF meeting and would provide a report. 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 in contact with the staff to stay updated. He also shared that he attended a meeting to discuss MBC's possible intervention in the R-CALF v. USDA lawsuit.

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

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

Education- Chairwoman Kiley Martinell did not have anything to report.

Producer Communication- Chairman Shane Flowers reported that he continues to talk with producers and get feedback for producer communication ideas.

Promotion- Chairman Richard Anderson did not have anything to report.

Special Committee Reports:

Collections and Compliance- Chairman Brett Dailey was not present. Tammy Bridges shared that she continues to work on ways to distribute the consent forms to inspectors and producers.

\$0.25 Montana Research- Chairman Bill Cok reported that he attended the MSU Celebrate Ag dinner.

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

USDA Update- Mike Dinkel, marketing specialist for USDA, shared an update with the board in regards to the status of the R-CALF v. USDA lawsuit. Mike reminded MBC that checkoff dollars cannot be used to participate in the lawsuit. He also shared that MBC can now distribute the consent forms directly to producers. Board members asked him to determine if the consent form could be completed once in perpetuity or if they have to be completed year by year. A new form is being reviewed and approved by USDA and should be available in the next few weeks.

Unfinished Business:

FY2019 Strategic Priorities Approval- The board reviewed the Beef Industry Long Range Plan and participated in a strategic planning session in the morning. The board individually voted on the priority areas that MBC could be most effective in with our portion of the checkoff dollars. Kiley Martinell moved to adopt the top three priorities from the board voting exercise. Corey Schultz seconded. After discussion she amended her motion to adopt the top five priorities. Corey Schultz seconded. Motion passed.

The Montana Beef Council Fiscal Year 2019 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).

Unfinished Business (continued):

The Montana Beef Council Fiscal Year 2019 Strategic Priorities (continued):

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.

CBB Administrative (Collections) Agreement- Chaley Harney reported that the agreement is still being reviewed by USDA. No action was taken by the board.

FY 2018 Requests and Consented Dollar Funding- The board discussed options for dispersing the additional consented funds received within the budget. Bill Cok moved to pay the outstanding invoices from Montana Beef Quality Assurance (\$2,375), FFA (\$1,500) and the Montana CattleWomen (\$74) and then cease any further spending on program areas. Corey Schultz seconded. Motion passed. MBC will notify the partners and let them know the status of funding.

Heather Fryer moved to use consented dollars and send Chaley Harney to the Cattle Industry Summer Business Meeting to represent Montana and report to other states about MBC's status. Gary Wold seconded. The motion passed with six in favor and four opposed.

Corey Schultz moved to use consented dollars (including the remaining previously allocated national travel funds) to send Kathy Creighton-Smith and Andy Kellom to the Cattle Industry Summer Business Meeting to represent Montana and exercise their vote as Federation members. The motion passed with six in favor and five opposed.

New Business:

2017 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. Richard Anderson moved to accept the review. Andy Kellom seconded. Motion passed.

2017 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. Richard Anderson 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. Richard Anderson moved to adjourn and Andy Kellom seconded. Motion passed. The meeting was adjourned at 4:45 p.m.

Next Meeting: The next regularly scheduled board meeting will take place on September 25-26, 2018 at the Montana Beef Council office in Billings, MT. This will be the annual meeting with potential project funding request presentations.