

Montana Beef Council Board of Directors Meeting Minutes
June 9, 2025 | Virtual

Call to Order, Welcome and Introductions: President Andy Kellom called the meeting to order at 12:03 p.m., welcomed attendees, and asked for introductions.

Members Present: Andy Kellom (President), Montana Cattle Feeders; Travis Choat (Vice President), Montana Stockgrowers Association; Wes Jensen, Montana Farm Bureau Federation; Charlie Hollenbeck, Montana Meat Processors Association; Debbie Andersen, Montana Dairy Association; Ken Morris, Montana Cattlemen's Association; Jake Callantine, Montana Angus Association; Pamela Bilyeu, Montana CattleWomen Inc.; Andy Tuss, Montana Food Distributors Association; Justin Iverson, Montana Stockgrowers Association; Trent Stoltz, Montana Farmers Union. Staff: Chaley Harney, Sue Broyles, Tammy Bridges, Al Koenig, Anna Sponheim.

Not present- Corey Schultz, Montana Livestock Auction Market Association; Brett Dailey, ex-officio; Kinley Hartman, USDA; Ben Peterson, CBB; Verna Billedeaux, CBB.

Approval of Agenda: President Andy Kellom asked if there were any additions or amendments to the agenda. Travis Choat moved to approve and Wes Jensen seconded. Motion passed.

Approval of Minutes: President Andy Kellom asked if there were any additions or corrections to be made to the minutes from the May 12, 2025 meeting. Jake Callantine moved to approve the minutes as mailed and Debbie Andersen seconded. Motion passed.

Financial Reading: Business Manager Sue Broyles shared a banking update and MBC's financial standing as of May 31, 2025 with the members.

Proposed Budget and Funding Request Process Changes: The board reviewed MBC's current budget and funding request policy and discussed options to improve efficiency and impact with a continued decline in checkoff funds.

Pam Bilyeu moved that considering the ongoing decline in Beef Checkoff funds and a strategic shift towards projects that deliver targeted, measurable returns, the Board of Directors prioritize digital advertising opportunities for future paid media partnerships. Ken Morris seconded. Motion passed.

Jake Callantine moved that the full board hears funding requests from potential contractors, and they will be evaluated using a scoring rubric focusing on MBC's strategic plan and measurable objectives. The full board will make a recommendation to the Budget Committee. The Budget Committee will compile a final budget for full board review and approval. Debbie Andersen seconded. Motion passed.

Adjournment: President Andy Kellom asked if there was any further business to come before the board and seeing none he called for adjournment. Jake Callantine moved to adjourn, and Pam Bilyeu seconded. Motion passed. The meeting was adjourned at 1:30 p.m.

Next Meeting: July 14: virtual
 August: 28-29: in-person