

Montana Beef Council Board of Directors Meeting Minutes
May 19, 2020 | 2255 Overland Avenue, Billings

Call to Order, Welcome and Introductions: President Kiley Martinell called the meeting to order at 9:05 a.m., welcomed attendees and made introductions.

Members Present: Kiley Martinell (President), Brett Dailey (Vice President), Kathy Creighton-Smith, Bill Cok (via phone), Gary Wold (via phone), Jim Taber, Andy Tuss, Andy Kellom, Heather Fryer, Travis Choat. Not present: Shane Flowers, Corey Schultz. Staff: Chaley Harney, Sue Broyles, Lisa Murray and Tammy Bridges (via telephone). USDA: Kahl Sesker (via phone).

Approval of Agenda: President Kiley Martinell asked if there were any additions or amendments to the agenda. Jim Taber 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 16, 2020 meeting. Andy Kellom moved to approve the minutes as mailed and Heather Fryer seconded. Motion passed.

Financial Reading: Business Manager Sue Broyles shared MBC's financial standing as of April 30, 2020 with the members.

Officer Reports:

President- Kiley Martinell reported that she has attended multiple Board of Livestock meetings and continues to stay in contact with 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 as well as a program update for the past few months. Additionally, she reported on some upcoming promotion and producer communication efforts.

National Reports:

Federation- Kathy Creighton-Smith, Andy Kellom and Kiley Martinell shared their reports from the most recent annual meeting.

USMEF- Brett Dailey reported that the spring USMEF conference was canceled due to COVID-19. Board members received a copy of the latest export statistics from USDA and USMEF.

Committee Reports:

Executive- Chairwoman Kiley Martinell reported that the committee proposed an extension of the Collection Specialist agreement from July 1-September 30.

Committee Reports (continued):

Budget- Chairman Brett Dailey reviewed the proposed budget amendment with the board. Heather Fryer moved to approve the amendment to line item 517b for a new total of \$52,000. Andy Kellom seconded. Motion passed.

Bylaws- Chairman Andy Kellom reported that the committee reviewed the membership portion of the bylaws and recommended the bylaws be amended to revise the minimum number of dues paying members for primary cattle organizations from 250 members to 235 members. Brett Dailey moved to approve the recommendation and Kathy Creighton-Smith seconded. Motion passed.

Education- Chairman Corey Schultz was not present to report.

Producer Communication- Chairman Travis Choat reported that current producer communication activities are being conducted on schedule.

Promotion- Chairman Brett Dailey reported that current promotion activities are being conducted on schedule except for the handful that have been canceled due to COVID-19.

Special Committee Reports:

The board heard reports from the following special committees:

Collections and Compliance- Chairwoman Heather Fryer, Director of Collections and Compliance Tammy Bridges and Collection Specialist Lisa Murray.

\$0.25 Montana Research- Chairwoman Kathy Creighton-Smith did not have anything to report.

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

Unfinished Business:

Budget Reorganization Preview- The board reviewed the new layout and reorganization of the budget. The new budget will be implemented on October 1, 2020.

Consideration of Canceled Project Funding- The board reviewed the current known projects that have been canceled due to COVID-19. Andy Kellom moved to expend the \$6,025 consented funds from the canceled events in this fiscal year towards in-house programs. Heather Fryer seconded. Motion passed.

Kathy Creighton-Smith moved to notify the partners with canceled events that if their event will be held next year, they should re-apply this fall for funding, and they will be given priority status during committee review and recommendation. Heather Fryer seconded. Motion passed.

Unfinished Business:

Consideration of Canceled Project Funding (continued)-

Jim Taber moved to commit \$1,000 consented dollars towards retail promotion to purchase meat case dividers and promotional beef prize packages for consumers as part of the new store opening (Town and Country in Lewistown). Andy Kellom seconded. Motion passed.

Jim Taber moved to commit a total of \$6,000 consented dollars to participate in the KULR8 Steakhouse Tour for four months as a Shared Partner at \$1,500/month. Brett Dailey seconded. Motion passed.

The board agreed that the remaining consented funds should be set aside for any additional in-house projects that may come up over the summer and will be reviewed and approved through email or conference call voting as needed.

New Business:

FY 2021 Strategic Priorities Review and Approval- The board reviewed the Montana Beef Council 2020 Strategic Priorities for any changes to propose for the coming fiscal year. Travis Choat asked for additional time to collaborate with fellow board members and propose potential new language. The board agreed to have the Strategic Priorities approved by July 1 to give adequate time to share with potential partners before the August 1 project funding request deadline.

2019 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. Andy Kellom moved to accept the review. Andy Tuss seconded. Motion passed.

Adjournment: President Kiley Martinell asked if there was any further business to come before the board and seeing none she called for adjournment. Kathy Creighton-Smith moved to adjourn, and Brett Dailey seconded. Motion passed. The meeting was adjourned at 1:00 p.m.

Next Meeting: The next regularly scheduled board meeting will take place at 8:00 a.m. on September 24-25, 2020 at the Montana Beef Council office in Billings, MT. The first day will consist of Project Funding Request presentations with the second day scheduled for the regular business meeting.