



Montana Beef Council
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**Montana Beef Council Board of Directors Meeting Minutes
May 8, 2017 | Marriott Residence Inn, Billings**

Call to Order, Welcome and Introductions: President Kristin Larson called the meeting to order at 1:00 p.m., welcomed attendees and made introductions.

Members Present: Kristin Larson (President), Jim Taber (Vice President) Brett Dailey, Kathy Creighton-Smith, Bill Cok, Jan Allen, Bruce Lee, Kiley Martinell, Richard Anderson, Shane Flowers, Andy Kellom, Linda Swanz. CBB: Lyle Peterson, Lynda Grande. Staff: Chaley Harney, Sue Broyles, Lisa Murray, Tammy Bridges. Guests: Mike Dinkel

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

Approval of Minutes: President Kristin Larson asked if there were any additions or corrections to be made to the minutes from the January 19, 2017 board meeting. Brett Dailey moved to approve the minutes as mailed and Andy Kellom seconded. Motion passed.

Financial Reading: Vice President Jim Taber shared MBC's financial standing as of April 30, 2017 with the members. He recommended that any budget amendments needed be made at the next meeting.

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- Kristin Larson reported that she presented at the Cattlemen's Ball where the information shared was very well received and easy to use. She encouraged other board members to utilize MBC staff for meeting preparation. She also recognized staff member Sue Broyles for 10 years of service and thanked her for her efforts.

Vice President- Jim Taber reported that he continues to stay in contact with staff for regular updates.

Executive Director- Chaley Harney and staff provided an update on the program areas and progress at this point. Each board member received a printed copy of the full report.

National Reports:

CBB- Lyle Peterson reported that beef consumption has increased, as well as beef exports, and that the beef market is looking good. He also expressed that producers in his area would like to hear more consumer radio ads rather than producer communication radio ads.

Lynda Grande shared that as a new CBB member she attended the convention in February to observe the various committees and then attended the orientation. She looks forward to representing Montana in this capacity. She will be serving on the Export Growth committee.

National Reports continued:

Federation- Kristin Larson shared that she again co-chaired the Investor Relations Committee and is also a member of the Global Growth Committee at the cattle industry convention in February. As a member of the Beef Promotion Operating Committee, she participated in the March meeting and May conference call. Kiley Martinell served on the Innovation Committee this year for the first time and shared that it was an engaging experience. Kathy Creighton-Smith served on the Consumer Trust Committee for the first time and continues to serve on the Market Research Working Group. Jan Allen shared that represented Montana for the first time as a Federation Director and served on the Health and Nutrition Committee. All of the committees worked through a newer process to determine their priorities to be shared with the national contractors as future direction.

USMEF- Brett Dailey shared that he will be attending the upcoming USMEF Spring Conference in Arlington, VA and will report back.

Ex-Officio- Wes Plummer was not present.

Committee Reports:

The board heard reports from the following committees:

Executive- Chairwoman Kristin Larson

Budget- Chairman Jim Taber

Bylaws- Chairwoman Jan Allen

Education- Chairwoman Kiley Martinell

Producer Communication- Chairman Shane Flowers

Promotion- Chairman Richard Anderson

Special Committee Reports:

The board heard reports from the following special committees:

Collections and Compliance- Chairman Brett Dailey

\$.25 Montana Research- Chairman Bill Cok

Unfinished Business:

Fiscal Year 2018 Strategic Priorities approval- The board spent the morning in a strategic planning session to set priorities for the upcoming fiscal year. Jim Taber moved to reaffirm the strategic priorities set for 2017 to use in 2018. Richard Anderson seconded. Motion passed.

MBC 2018 Strategic Priorities:

Core Strategy- Promote and Strengthen Beef's Value Proposition

Strategic Initiative: 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.

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

Unfinished Business continued:

Fiscal Year 2018 Strategic Priorities approval continued-

MBC 2018 Strategic Priorities continued:

Core Strategy - Grow Consumer Trust in Beef and Beef Production

Strategic Initiative: Engage beef advocates- Engage the entire beef community 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, thereby protecting beef's image. Additional components include ensuring beef safety and antibiotic stewardship utilizing certified and verified production practice standards.

Core Strategy - Drive Growth in Beef Exports

Strategic Initiative: Promote Unique Attributes of U.S. Beef- Promote the unique attributes of U.S. beef in foreign markets (quality, safety, sustainability and nutritional value) to help support increased market access to key export markets.

Core Strategy - Protect and Enhance the Business Climate for Beef

Strategic Initiative: Attract, Develop and Enable the Next Generation- Attract, develop and enable the next generation into the beef business.

Core Strategy - Inform and Educate Beef Checkoff Investors

Strategic Initiative: 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.

New Business:

USDA Oversight- Mike Dinkel, marketing specialist for USDA, reviewed his duties with the board as he oversees commodity checkoff programs.

2016 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.

2016 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.

New Business continued:

MBC Minutes Publication: The board discussed publishing the meeting minutes on the MBC website for even further transparency. Kathy Creighton-Smith moved to post the meeting minutes online and Jan Allen seconded. Motion passed.

Adjournment: President Kristin Larson asked if there was any further business to come before the board and seeing none she called for adjournment. Kiley Martinell moved to adjourn and Andy Kellom seconded. Motion passed. The meeting was adjourned at 3:12 p.m.

Next Meeting: The next board meeting will take place on September 21-22, 2017 at the Montana Beef Council office in Billings, MT