



Draft Minutes

September 1-2, 2016

Blacksburg, VA

THURSDAY, SEPTEMBER 1

Attendance: Jason Carter, Valerie Rasmussen, Taylor Fix, Teresa Volk, Mark Gwin, Lisa Lloyd, Cecilia Moyer, David Coleman, Andy Smith, Lawson Roberts, Craig Miller, Jerry Gustin, Mark Sowers, JS Staley, Bill McDonald

Absent: Pete Henderson, Shirley Powell, Joe Guthrie, Mike Carpenter, Melissa Ball

Welcome: Mark Gwin

Mark welcomed the group to Blacksburg and thanked everyone for their attendance. All members introduced themselves.

Initial Business Vote: Minutes. Voting:

Minutes February 2016

Motion: To approve minutes –Mark Sowers
Approved

Seconded: Jerry Gustin

Minutes: June 2016

Motion: To approve minutes – Mark Sowers
Approved

Seconded: Jerry Gustin

Chairmanship: Mark is eligible to be re-elected for chairman. JS Staley moves to approve Mark Gwin, Mark Sowers seconded. Approved.

Discussion:

Marketing Plan: Jason and Valerie presented the Marketing Plan with potential revisions. There was discussion about the way NEBPI operates in relation to our Innovative Contracts section of the marketing plan. VCA will no longer be providing Redbooks to producers, so asking VBIC to provide them under resource management. Board will vote on highlighted portions and other additions tomorrow.

Financials: Teresa

Jason reviewed the past budget year. We have been short staffed this past year, so our expenditures in programs are low. We have the opportunity to carry money over, or invest it if desired. Valerie has been added to checking account as a signor, so now any check over \$5,000 will require two signatures. Mark Gwin, Jason Carter, and Valerie Rasmussen are all signors. Currently, the limit for insurance is \$250,000. We are getting close to that ceiling, so Teresa is recommending a savings account to avoid issues with audits. Cecelia Moyer motions, JS seconds a motion to open a savings account to ensure FDIC insurance and audit compliance.



Jason updated the board about the WV Checkoff contract that Teresa is executing. WV Beef Council lost their qualifications twice since November 2015, and Teresa will be getting their books up to par so they can be re-audited and hopefully re-qualified as a beef council. The contract between the WV and VA beef councils runs until November 30, 2016 with the opportunity to renew at 6 months increments, or terminated with 30 days notice.

Budget FY17:

Jason explains that the budget is based on expected collections and rollover money. During FY16, we have been ahead of projected collections 6 out of the last 8 months. Jason feels we may be looking at a 2% increase in collections compared to last year, putting our budget at \$418,200. Nationally, there is a projected budget of \$5mil less than last year, due to heifer retention that we are not seeing in Virginia. There is a re-apportionment nationally for Federation seats. Because VA fell below the requirement by 1%, we stand to lose one of our two Federation seats in Virginia. If that happens, we'll become the most under-represented state in the nation. The petition has been made to the USDA to keep our seat for a probationary period to prove the cattle numbers can recover.

Jason presents to the board the idea that Taylor becomes a split staff member with beef council and Virginia Cattlemen's Association. Jason's portion of staff cost will be reduced back to 15%. It was raised temporarily in April 2015 to 50%. The new labor rule will go into effect December 1, 2016 that will make any employee paid under \$48,000 per year is eligible for overtime.

Outside Proposals

Joi Saville and Bain Wilson presented the Youth Cattle Working Contest proposal.

Taylor Fix presented Farming in the Valley. A board member asked that if the project get funded, Taylor provide feedback to what the 10 misconceptions are about beef.

Morgan Slaven presented Agriculture in the Classroom.

Scot Lilly presented FFA.



FRIDAY, SEPTEMBER 2

Attendance: Mark Sowers, Jerry Gustin, Craig Miller, Bill McDonald, Lawson Roberts, Andy Smith, David Coleman, Cecilia Moyer, Mark Gwin, Lisa Lloyd, JS Staley, Gene Copenhaver, Teresa Volk, Taylor Fix, Jason Carter, Madison Slaven, Dave Gerrard
Absent: Valerie Rasmussen, Pete Henderson, Shirley Powell, Joe Guthrie, Mike Carpenter, Melissa Ball

Welcome back: Mark Gwin

Meeting Overview: Jason Carter

Staff Recap

Taylor: Reviewed events that she has participated in since the last board meeting (VA Ag Expo, Boys and Girls Club, etc.) and upcoming plans (Food Bank survey, Marine Corp Marathon, UVA Tailgate, etc.)

Jason: Membership is increasing, VCA sponsored sales are up from last year, VQA premiums are still above graded sales, Cattle Assessment Program getting producer feedback to reinstate/eliminate an assessment program and make a recommendation to the General Assembly, Ag Stewardship Program being exploited by anti-ag groups especially regarding water access around the Shenandoah River, Brazilian import approval causes concern for the spread of foot and mouth disease.

Outside Proposals

Bain Wilson, Scott Greiner, and Dave Gerrard presented on a state BQA coordinator. Discussion was had about where past funds went/how it is funded in other states and how to measure success from the position.

Voting: Outside Proposals

1. Youth Cattle Working Contest

[Image/Safety]

Comments/Discussion: none

Motion: JS Staley moved to approve

Seconded: Jerry Gustin seconded

Approved (\$2,000)

2. Ag in the Classroom

[Image/Nutrition/Convenience/Safety]

Comments/Discussion: Jerry gave examples of how his grandkids helped to decide menu. If VBIC logo is included then we would need to help edit and approve before being printed. Is too much money being spent on R&D when there are already resources available (beefitswhatsfordinner.com)?

Motion: Lawson Roberts moved to approve



Seconded: Mark Sowers seconded

Approved (\$9,000)

3. Farming in the Valley

[Image/Nutrition/Convenience]

Comments/Discussion: Do we want to spend money on give-aways (food/swag)? Are we setting a precedent for future funding requests?

Motion: Jerry Gustin moved to approve

Seconded: Andy Smith seconded

Approved (\$500)

4. FFA

[Image]

Comments/Discussion: Does this meet our priorities? Do we want to fund all of it or refocus the money?

Motion: Cecilia Moyer moved to approve funding for the purchase of the product and the administration of the contest.

Seconded: JS Staley seconded

Approved (\$1,000)

5. BQA Coordinator

[Image/Nutrition/Safety]

Comments/Discussion: What BQA spending has the council done in the past? We should not fund 5 years, but open to yearly review.

Motion: Andy Smith moved to approve funding for one year

Seconded: Lawson Roberts seconded

Approved (\$40,000)

Approval of Marketing Plan Fiscal Year 2017

Motion: JS Staley moved to approve

Second: Andy Smith seconded

Approved

Voting: Internal Proposals/ Total Budget

Motion: Mark Sowers moved to approve the budget as a whole

Second: Lawson Roberts seconded

Approved

Putting it All Together/Moving Forward

Board would like Todd Johnson with NCBA to come back for a follow-up session about our mission and goals in June 2017.

Public Comment:

none

Respectfully submitted,

Valerie Rasmussen