

Virginia Beef Industry Council

Board Meeting Minutes

September 25, 2018

Lynchburg, VA

THURSDAY, September 25, 2018

Attendance: JS Staley, Andy Smith, Chas Potter, Craig Miller, Hank Maxey, Shirley Powell, Mark Gwin, Cecelia Moyer, Bill McDonald, Jason Carter, Teresa Volk,

Absent: Mark Sowers, Lawson Roberts

Welcome: Mark Gwin

Mark welcomed the group to Lynchburg and thanked everyone for their attendance.

Initial Business: Minutes. No discussion. Voting:

Minutes June 2018

Motion: To approve minutes – Cecelia Moyer

Seconded: Andy Smith

Approved

MOU Discussion: Amending the current MOU to include the hourly rate. Voting:

Motion: To approve amendment – Hank Maxey

Seconded: Mark Gwin

Approved

VBC Incorporating & Contracting Botkin Rose as VBC's Registered Agent Discussion: Voting:

Motion: To move forward with incorporating and Botkin Rose as the Registered Agent – Hank Maxey

Seconded: Craig Miller

Approved

MOU with USDA Discussion: Voting:

Motion: To enter into an agreement with USDA – J S Staley

Seconded: Andy Smith

Approved

Explore entering in an MOU with CBB for National Programs: Voting:

Motion: To move forward with Jason contacting CBB – Hank Maxey

Seconded: Andy Smith

Approved

Financial Review:

Jason reviewed financials that were emailed and explained the ICS program with HomeTrust for all of the VBC accounts.

Motion: To have all VBC Accounts moved to ICS Program – Andy Smith

Seconded: Shirley Powell

Approved

Jason recommended either Board select a Secretary/Treasurer or have Chairman assume signature authority for Virginia Beef Council financial accounts to have Board member in addition to Executive staff share fiduciary responsibility. Board Chair Mark Gwin was recommended.

Motion: To have Mark Gwin assume signature authority on all Virginia Beef Council financial accounts – J S Staley

Seconded: Hank Maxey

Approved

Outside Funding Grant Request:

- Advanced Master Cattleman Meats Course – Phil Blevins
- Culinary High School Course involving working with meat, packaging and storing beef-
Sussex Central High School
- Agriculture in the Classroom – Morgan Slaven
- Meat Judging Programs through 4-H & FFA – John Benner
- Northeast Beef Promotion Initiative – Jennifer Orr & Kaitlyn Carey

Outside Proposals

Voting: Outside Proposals

Advanced Master Cattleman Meats Course

Culinary High School Course involving working with meat, packaging & storing beef

Agriculture in the Classroom

Meat Judging Programs through 4-H & FFA

Comments/Discussion: The board would like to revisit all request after the MOU Agreement with USDA is in place so all request can be reviewed and approved by the USDA. Jason Carter to send a letter to each entity requesting grant funding explaining a delay in the approval decision making for the USDA unapproved proposals and request for additional materials may be forthcoming pending future USDA guidelines/requests for information. It will be emphasized that this is not a denial of funds but an effort to assure proposal content is adequate and in keeping with expectations of the Beef Promotion Act & Order.

Jason will write a letter to each outside grant request explaining the hold and requesting the material needed to send with their request to the USDA.

Motion: Jason to write the letters and request the additional materials needed for approval from the USDA: Andy Smith

Second: Cecelia Moyer

Approved

Voting: Innovative Contracts

1. Northeast Beef Promotion Initiative & PA Beef Council

Comments/Discussion: The board likes the work of NEBPI, and feels it is still a good fit for VBC at this current time.

- Beef Directory Extension
Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (\$4,000)
- Beef & Veal in the Culinary Classroom
Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (\$3,000)
- Digital Retail Partnership
Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (\$8,000)
- Consumer Event Partnership
Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (12,000)

- Radio Advertising – Last 2 weeks of May, Last 2 weeks of June and First 2 weeks of July
Option 1B
Motion: To approve Radio Ads – Andy Smith
Seconded: Hank Maxey
Approved (\$22,500)
- Northeast Team Beef
Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (\$3,000)
- Annual Meetings/Conferences
Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (\$9,000)
- Build Beef Experts

Motion: To approve – Andy Smith
Seconded: Hank Maxey
Approved (\$6,000)

Public Comment:

None

Adjourned.

Respectfully submitted,
Teresa Volk