



Approved Minutes

June 27, 2018

Blacksburg, VA

WEDNESDAY, JUNE 27, 2018

Voting Director Attendance: Andy Smith, Craig Miller, Hank Maxey, Mark Gwin, Cecelia Moyer, Mark Sowers

Absent Voting Directors: David Gerrard, David Coleman, JS Staley, Chas Potter, Shirley Powell, Lawson Roberts

QUORUM PRESENT

Non-voting Attendance: Bobby Combs & Bill McDonald (CBB), Melissa Ball & Mike Carpenter (VDACS), Jason Carter & Teresa Volk (VCA staff)

Absent Ex-Officio Attendance: Lisa Lloyd (VDACS)

Welcome: Mark Gwin

Mark welcomed the group to Blacksburg and thanked everyone for their attendance. Mark laid out the priorities of this meeting including:

- Grant Updates & New Proposals
- Update from Structure Committee

Initial Business: Minutes. No discussion. Voting:

- Minutes February, 2018
Motion: To approve minutes – Cecelia Moyer
Seconded: Craig Miller
Approved

Outside Funding Updates:

- **NorthEast Beef Promotion Initiative/Pennsylvania Beef Council UPDATE – Jennifer Orr, Kaitlyn Carey & Nichole Hockenberry, Christie Brown**
 - Month long radio buy for May is Beef Month Campaign ad was a total of :60 seconds, featuring :30 seconds of national rodeo and :30 seconds of customized local VA beef producer encouraging listeners to gear up for grilling season. Average Weekly Listeners KYC Country 48,000 and 98 Rock has 35,400. Overall the Beef Council Directors were pleased with the impact of the radio spots and requested that investigation be done with similar radio groups in other similar demographic areas of the state and potentially fund similar campaigns.



- Google Adwords campaign maximizing page views on VBIC's website from May through September 3, 2018.
- East Coast IBOTTA Beef Campaign, 1.7 Million Brand impressions, 81,000+ Completed brand engagements, 29,000+ redeemed rebates.
- Pandora Ad Campaign had a 90.99% video completion rate, exceeded Pandora's benchmark of 87%.
- DC Burger Week Radio Ad spot will feature a nationally developed spot with the addition of a DC Burger Week call out.
- VA Family Physician's Conference is highlighting "Beef as a First Food", booth with VBIC materials and handouts.
- All grant program worked to this point has included none or up to 20% of grant value in implementation costs of the staff of Northeast Beef Promotion Initiative and/or Pennsylvania Beef Council.
- Notable comments from Beef Council Directors:
 - Would appreciate having NEBPI and/or PA Beef Council staff in person at future meetings to facilitate program work presentations and answer specific questions
 - Would like to have NEBPI/PA Beef Council offer more specific Virginia focused events/program target areas in each of the three "buckets" of messaging for Virginia Beef Industry Council to choose from for future funding
- **Sussex Central High School**
Spring Semester of 2017-2018 Culinary Course approximately 20 students were directly involved in working the meat, packaging and storing beef. A binder summarizing project and materials was provided as final report.
- **Big Lick Entertainment – Roanoke Burger Fest**
Radio spots and name on banner included in \$1500 sponsorship. Will ask for follow up regarding actual Fest attendance and publicity impressions.



Grant Request:

- **Virginia State Fair Youth Beef Show Promotion Awards-Requesting \$300.00**

Discussion: Report due back to the VBIC Board of winner including pictures.

Motion: To approve Virginia State Fair Youth Beef Show – Hank Maxey

Seconded: Cecelia Moyer

Approved

- **Fire, Flour & Fork – Requesting \$5,000.00**

Discussion: More detailed information is needed, Jason will contact FFF and get back to the VBIC board.

Motion: To Table until September 2018 Meeting – Cecelia Moyer

Seconded: Mark Sowers

Approved

Name Change from Virginia Beef Industry Council to Virginia Beef Council – Jason

- Discussion: To eliminate confusion of the purpose of the administration of the National Beef Checkoff Program and the reinstated Virginia Cattle Assessment administered by the Virginia Cattle Industry Board – it is proposed that the application for requalification of the Virginia Beef Industry Council include a name change to the Virginia Beef Council.

Motion: To approve changing name to Virginia Beef Council and amend the Articles of Incorporation and the Bylaws – Andy Smith

Seconded: Mark Gwin

Approved

Articles of Incorporation of Virginia Beef Industry Council – Jason & Chris Salisbury of Watkinson Miller Law Firm

- Discussion: proposed Articles of Incorporation for an independently administered Virginia Beef Council were read and explained. Explanation included necessity of this document and establishing initial Board of Directors to achieve corporate registration with the state of Virginia and ability to execute requirements of proposed bylaws to do business.

Motion: To Adopt and File Amended Articles of Incorporation – Andy Smith

Seconded: Hank Maxey

Approved



Bylaws of Virginia Beef Industry Council – Jason & Chris Salisbury of Watkinson Miller Law Firm

- Discussion: proposed Bylaws for an independently administered Virginia Beef Council were read and explained. The following changes were recommended:
 - Add language to define Associate Member status so as to clearly define the non-voting expectation as well as the ability for Associate Members to be invited at the discretion of the Virginia Beef Council for general or specific business insight/discussion.
 - Add language establishing the initial beef producing regions of the state for population of the first Virginia Beef Council Board of Directors
 - Add language to clarify that the 13th member of the Virginia Beef Council is defined and elected as a “Handler” meaning a representative of entities principally charged with collecting and remitting Checkoff dollars to the Virginia Beef Council
 - Add language requiring the approval of USDA for communications regarding beef promotion prior to release and after approval of the Virginia Beef Council to assure aspects of First Amendment are reviewed before distribution of messaging.

Motion: To Adopt Amended Bylaws – Hank Maxey

Seconded: Andy Smith

Approved

Memorandum of Understanding between Virginia Cattlemen’s Association and Virginia Beef Industry Council – Jason

- Discussion: explanation for a Memorandum of Understanding between the Virginia Cattlemen’s Association and the Virginia Beef Council to assure continuation of Beef Council business after July 1, 2018 was provided. Key elements of the proposed MOU are:
 - Establish an hourly rate for VCA staff in performance of Beef Council duties that is inclusive of staff wage & salary compensation as well as costs of facilities/space currently utilized to execute Beef Council work.
 - Establish expectation for continued monthly direct billing to Virginia Beef Council for reimbursement to VCA for costs associated with shared contracts and services
 - Establish authority for VCA to continue to issue payment on behalf of the Beef Council for invoices billed directly to the Beef Council



- Chris Salisbury was directed to create the MOU under requested conditions and returned to Beef Council Board of Directors for approval by July 15, 2018 with MOU retroactively effective starting July 1, 2018

Motion: To cancel current Contract Agreement and approve MOU effective July 1, 2018 – Craig Miller

Seconded: Cecelia Moyer

Approved

Future Virginia Beef Industry Council Meetings:

Hard copies of the agenda and all materials will be mailed out 1 week prior to the scheduled meeting to each board member.

Public Comment:

None

Adjourned.

Respectfully submitted,
Teresa Volk