

South Dakota Beef Industry Council
BOARD OF DIRECTORS QUARTERLY BOARD MEETING
Ramkota River Centre
Pierre, South Dakota
November 20, 2016

President Wayne Tupper called the meeting to order at 12:45 PM.

SDBIC board members present were as follows:

Wayne Tupper	SD Livestock Auction Market Association
Steve Hellwig	SD Livestock Auction Market Association
Eric Sumption, Vice President	SD Farmers Union
Mike Maher	SD Farmers Union
Karla Pazour	SD Cattlemen's Association
Erin Yost	SD Cattlemen's Association
Becky Littau	SD Cattlemen's Association
Becky Walth	SD Cattlemen's Association
Todd Mortenson	SD Cattlemen's Association
Scott Jones	SD Cattlemen's Association
Mike Gebhart	SD Farm Bureau Federation
Stacy Hadrick	SD Farm Bureau Federation
Jeffrey Gatzke	SD Farm Bureau Federation
Ernie Mertz	SD Stockgrowers Association
Gary Deering	SD Stockgrowers Association
Kari Sanders	SD Cattlemen's Auxiliary
Shirley Thompson	SD Cattlemen's Auxiliary
VeaBea Thomas	SD Beef Breeds Council
Craig Bieber	SD Beef Breeds Council
Tammy Basel	Cattlemen's Beef Board

SDBIC board members absent were as follows:

Justin Tupper	SD Livestock Auction Market Association
Laurie Johnson	SD Cattlemen's Auxiliary
Mary Ellen Cammack	SD Farmers Union
Randy Volmer	SD Stockgrowers Association
John Symens	SD Beef Breeds Council

SDBIC staff present were Suzy Geppert, Executive Director; Holly Swee, Director of Nutrition and Consumer Information; Teri Heninger, Finance Officer; Amanda Bacon, Director of Communications; and Anthony Wannebo, Administrative Assistant.

Guests present were Dustin Oedekoven, SD State Veterinarian; Debbie Trapp, SD Brand Board Executive Director; Dan Bothwell, SD Brand Board Chief Brand Inspector; Dani Hanson, SD Dept of Ag Policy Advisor; and Pam Geppert, Dakota Farm Talk.

Tupper commended Federation Services Vice President Todd Johnson for facilitating the Strategic Planning Session that was held earlier and he thanked those in attendance for participating.

Tupper asked each person to introduce themselves for the benefit of new members and guests.

Tupper welcomed SD Cattlewomen Director Becky Littau who replaced Kodi Blotsky.

Tupper entertained a motion to adopt the Agenda. Yost so moved, seconded by Maher. **Agenda adopted.**

Tupper entertained a motion to approve the minutes of the September 17, 2016 meeting as printed and dispensed in the meeting book. Deering so moved, seconded by Walth. **Motion carried.**

FINANCIAL REPORT

Heninger summarized the Profit and Loss through November 18, 2016. Compared to last year In-state collections are down by \$14,235; Collections from Other States saw an increase of \$2,746; and Private Treaty collections are down by \$2,877. Misc. Income is at \$21,015.53 which includes FY 2016 unexpended funds received from Vermont Beef Council, SD Cattlemen's Auxiliary, NY Beef Council, SD Cattlewomen and Northeast Beef Promotion Initiative. Heninger noted a shortfall in Consumer Information and requested approximately \$15,000 of Misc Income be moved to Consumer Information – Acct 5205.

Heninger next reviewed the expense accounts, highlighting the major expenses in each category.

The Cash Balance as of November 18th is \$999,283.02; Research obligations are \$84,380.26; and the December 15th wires will be approximate \$226,236.00. Leaving a total reserves / checking at \$688,666.76.

Deering so moved, seconded by Sumption to direct approximately \$15,000 from Misc Income to Consumer Information - Acct 5205. **Motion carried.**

Deering so moved, seconded by Gebhart to approve the Financial Report. **Motion carried.**

DIRECTOR OF NUTRITION AND CONSUMER INFORMATION REPORT

Swee summarized the Director of Nutrition and Consumer Information written report. FACS and ProStart Beef Programs were offered to Family and Consumer Sciences and ProStart teachers in early September and funding as well as resources were sent out in October. These programs offer teachers an opportunity to apply for funding to be used to purchase beef for cooking labs and nutrition education within the classroom. Swee shared the positive feedback she has received

from teachers and noted this year approximately 6,900 middle school and high school children will be impacted by the program; an increase of 2,900 students from last year.

The SDBIC sponsored Mary Lee Chin MS, RD to present at the South Dakota Nutrition and Dietetics annual conference on September 21st in Sioux Falls, SD. Chin's presentation "Going behind the Headlines: When Food and Facts Collide", provided insight on ways to sort through fact and fiction when providing nutrition information to the public as well as clients and patients. She also highlighted the importance of nutrition professionals becoming more familiar with modern agriculture practices and shared many positive aspects regarding it. In addition, SDSU Nutrition and Dietetics student, Kristin Olsen shared her recently published research project "Let Them Eat Beef: Effects of Beef Consumption on Markers of Metabolic Syndrome." This checkoff funded study pointed out that participants with Metabolic Syndrome who followed the beef intervention dietary pattern displayed similar outcomes on serum lipid concentrations and body weight as the research participants who followed the Dietary Approaches to Stop Hypertension (DASH) Control dietary pattern.

Swee highlighted the American Heart Association's *National Eating Healthy Day* sponsorship. The SDBIC along with Avera Heart Hospital and Rapid City Regional Heart Doctors sponsored cooking demonstrations. Local chefs, cardiologists and RDs provided attendees with beef samples as well as education regarding lean cuts of beef in a heart healthy diet. Leading up to the events, numerous online, digital, radio and TV promotional efforts were provided.

DIRECTOR OF COMMUNICATIONS REPORT

Bacon summarized the Director of Communications written report. She reviewed the SDBICs social media analytics and noted overall social media is performing well. The strongest platforms are Facebook and Pinterest. Moving forward, Facebook posts will focus on SDBIC events and activities. Bacon has been working with Federation Services on a website rebuild. She announced the new website will launch in mid-January.

Bacon briefed the board on statewide radio advertising for the last quarter of FY 2016. FY 2017 radio and print advertising contracts are being negotiated. Bacon continues to place articles with IGrow, Rapid City Journal, Ag United, SD Cattlemen's Association and SD Stockgrowers.

EXECUTIVE DIRECTOR REPORT

Geppert expressed her gratitude for the opportunity to serve as the Executive Director this past year. She noted the encouragement she has received from directors.

Geppert introduced Anthony Wannebo as the SDBIC Administrative Assistant.

SDBIC staff is in the process of developing an effective communication plan for both the consumer and producer. Geppert noted the importance of delivering consistent and factual messaging to gain a better understanding of the industry. Events such as the SDBIC sponsored Beef Crawls and Watertown Public Opinion are great events in building relationships with Influencers.

Geppert continues to work with the BQA Steering Committee in determining the future direction of the BQA program.

Geppert will have the opportunity to discuss and share the benefits of the checkoff at the SD Cattlemen's Convention, Beef Breeds Council meeting, LATI and MTI.

Tupper introduced Amanda Schwarz, CPA Schwarz gave an in-depth report on the SDBIC annual audit she completed for year ending September 30, 2016. She noted the SDBIC was found to be in compliance with the Act and Order. Gebhart so moved, seconded by Jones to accept the Independent Audit Report and acknowledge the findings as presented. **Motion carried.**

PROMOTION COMMITTEE REPORT

Gebhart presented the Promotion Committee report. The committee recommends the following Authorization Requests be funded from Promotion-Discretionary.

- SDSU Athletic sponsorship - SDBIC staff to negotiate a marketing campaign with SDSU with a budget parameter of \$12,000
- USD sponsorship - SDBIC staff to negotiate a marketing campaign with USD with a budget parameter of \$8,000
- Prime Time Gala - \$5,000 as well as offer assistance in creating the introduction video for the event

Gebhart noted the Promotion Committee discussed several key considerations for a Mobile Interactive Beef Display – type of messaging, target audience, concept and cost. It was the consensus of the board for the Promotion Committee to research the concept design further and report back at the February meeting.

Jones so moved, seconded by Hadrick to approve the Promotion Committee report. **Motion carried.**

USMEF REPORT

Gebhart summarized his recent attendance of the USMEF held November 2-4, 2016 in Carlsbad, CA. Beef exports are expected to be higher than last year. Other than Source Verification, all regulations to export beef to China has been met.

Tupper entertained a motion to close the SDBIC office December 26, 2016 through January 2, 2017. Maher so moved, seconded by Mertz. **Motion carried.**

Tupper announced the New Staff and Director Orientation is scheduled for March 13-14, 2017 in Denver.

The next Board of Directors meeting will be February 20, 2017.

There being no further business, Gatzke moved to adjourn. Seconded by Maher. Meeting adjourned at 2:15 PM.