

MICHIGAN BEEF INDUSTRY COMMISSION

Board Meeting

Thursday, July 15, 2021

Okemos Event Center 2187 University Park Drive Okemos, MI 48864	Microsoft Teams meeting Join on your computer or mobile app Click here to join the meeting
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Mission: *The Michigan Beef Industry Commission builds demand for beef products by growing consumer trust and promoting beef's value; thereby enhancing opportunities for all segments of the beef industry.*

Strategy: *The Michigan Beef Industry Commission board members set the policy and provide strategic direction; while management implements programs, handles operations and provides organizational direction.*

A G E N D A

9:00 Welcome and Call to Order – Vice Chairman Bret Schapman

- Welcome Recent Appointees, Establish Quorum

General Business

- Financial Report – Jill Sears, Treasurer
- MBIC Board Elections (Chair, Vice Chair, Secretary, Treasurer)
- Approval of Agenda
- Approval of Minutes – Jon Haindl, Secretary

Information Update

- Nutrition & Consumer Info Report – Katie Serbinski
 - Beef Burger Campaign
 - Influencer & Consumer Engagement
 - Current & Upcoming Projects
 - Partnership with Michigan International Speedway

12:00 Lunch Break

- Executive Report – George Quackenbush
 - Midwest States YouTube Advertising Campaign
 - 2021 Cattle Industry Convention, August 10-12, Nashville, TN
 - Beef Checkoff Referendum Petition

Decisions

- FY 2022 Federation Investment - Review [Value Summary website](#)
- Strategic Planning & 2022 Budgeting Schedule

Allied Industry Reports

- MI Department of Agriculture and Rural Development
- MI State University Animal Science Department
- MI Cattlemen's Association

Commissioner Reports & Public Comment – (public comment limit 5 minutes each)

Additions to Agenda:

Next Quarterly Board Meetings – **Sept. 16, 2021**

3:00 pm

Adjourn