MICHIGAN BEEF INDUSTRY COMMISSION

Strategy Planning Session & Board Meeting

December 6 & 7, 2023

12800 Escanaba Drive, DeWitt, MI 48820

AGENDA

Mission: "Building consumer demand for beef by growing consumer trust and promoting beef's value."

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.

Wednesday, December 6

Hybrid Meeting (In Office & via Teams)

4-6:00 pm Strategy Planning Session

- Marketing Audit
- Long Term Strategy & Goals
- Advertising Proposal

6:30 Dinner

Microsoft Teams meeting

Join on your computer or mobile app.

Click here to join the meeting Meeting ID: 236 316 744 677

Passcode: AoYwQh

Download Teams | Join on the web

<u>Learn More | Meeting options</u>

Thursday, December 7 In Person Meeting

9:00 Welcome and Call to Order - Chairman Monte Bordner

General Business

- Approval of Agenda & Additions
- Approval of Minutes –Jon Haindl, Secretary
- Presentation of FY 2023 MBIC Audit Brendan Baker, Maner Costerisan
- Financial Report Leon Knirk, Treasurer
- FY 2024 Budget Revisions

Information

- Executive Report George Quackenbush
 - Procedure Manual
 - State Checkoff
 - 2023 Billboards

- Social Media
- Michigan Ag Council
- Lansing Moms

Noon Lunch – Certified Angus Beef Prime Grade Strip Steaks furnished by Dave Neitzel

1:00 <u>Strategy Session Review & Decisions</u>

Allied Industry Reports

- MI Department of Agriculture and Rural Development
- Michigan State University
- MI Cattlemen's Association
- 2:30 <u>Commissioner Reports and Public Comments (public comment limit 5 min.)</u>

Additions:

FY 2024 Meeting Dates

March 21, 2024 July 18, 2024 Sept. 19, 2024 Cattle Industry Convention – Jan. 30 - Feb. 2, 2024, Orlando, FL

3:00 Adjourn