

MICHIGAN BEEF INDUSTRY COMMISSION

Board Meeting

Thursday, September 16, 2021

CentralStar Cooperative Conference Room

Commissioners in Attendance:

Monte Bordner
Jon Haindl
Jill Sears
Leon Knirk
Jennifer Lewis
Bret Schapman

Others Present:

George Quackenbush, MBIC
Jacquie Harrison, MBIC
Katie Serbinski, MBIC
Heather Throne, MDARD by video
Dr. Cathy Ernst, MSU by video
Dale Oeschger, Ex-officio
Todd Johnson, NCBA
Ernie Birchmeier, MI Farm Bureau
Kris Wardin, MI Milk Producers Association

Not in Attendance:

David Neitzel
Ken Blight, Ex-officio
Dave Clark
Travis Schunk

Welcome and Call to Order

Chairperson Monte Bordner called the meeting to order at 2:20 pm. A quorum is set in that six commissioners are present in person.

Prior to the official meeting, Todd Johnson, Senior Vice President of the Federation Services department of NCBA, worked with the Commissioners on State Beef Council planning.

General Business & Information

Approval of Agenda

Jon Haindl **MOVED** to approve the agenda as presented. Jennifer Lewis **SUPPORTED**. **MOTION CARRIED**.

Approval of Minutes – Jon Haindl, Secretary

Jon Haindl **MOVED** to approve the July 15, 2021, MBIC Board meeting minutes as presented. Bret Schapman **SUPPORTED**. **MOTION CARRIED**.

Financial Report – Jill Sears, Treasurer

Jill Sears reviewed the financial reports for the year to date ending August 31, 2021. The Financial Summary reports that most of the board approved \$43,000 for operations and \$50,000 for promotional activities have been expended. The year-to-date net loss is at approximately \$56,000. The net assessments is expected to be \$20,000 in September 2021, which will make the total net assessments for the fiscal year very close to what they were in fiscal year 2020. The year-to-date net loss is expected to be greater than August's report of \$56,000. Jill explained that the PPP funds have been forgiven by the Small Business Administration, which is reflected on the Profit & Loss Statement as income even though it is not technically a reportable income. George Quackenbush reviewed the Non-Checkoff Balance Sheet and Profit & Loss Statement.

Jennifer Lewis **MOVED** to put financial statements on file as presented. Bret Schapman **SUPPORTED**. **MOTION CARRIED**.

Michigan International Speedway Promotion

George Quackenbush explained the optional 2-year agreement with Michigan International Speedway (MIS) and reported there is a \$1,000 fee to break the agreement and not go back to MIS in 2022. Quackenbush reported on the MBIC activities during MIS in August 2021. He believes there were 60,000 people at the event over three days, with which MBIC created an impression. Three MBIC board members were in attendance to help with activities and reach out to consumers. MBIC has seen a 300% increase in Facebook and Instagram engagement after the event. The total cost of the event is estimated at \$40,000.

Jennifer Lewis **MOVED** that MBIC continue the involvement with MIS in 2022 and that MBIC funds the promotional event. Jon Haindl **SUPPORTED**. By a vote of 3-yes to 2-no, **MOTION CARRIED**.

Katie Serbinski gave a report on the promotional and consumer information projects she is working on. A new promotional project is with MI Academy of Pediatrics (MIAP) focusing on nutrition in the early years (infants/toddlers) and is in alignment with the dietary guidelines. The MIAP virtual convention starts September 17.

Policy Decisions

MBIC/MCA Operating Agreement

Bret Schapman **MOVED** to renew the operating agreement with MCA for another year. Jill Sears **SUPPORTED. MOTION CARRIED.**

Freedom of Information Act Policy

Bret Schapman moved to approve the MBIC Freedom of Information Act policy as presented. No changes have been made to the policy since September 2020. Leon Knirk **SUPPORTED. MOTION CARRIED.**

Conflict of Interest Disclosure

Each board member is required to reaffirm and sign the Annual Conflict of Interest Disclosure Statement for Directors. No motion is required.

Quackenbush reported that the Open Meetings Act in Michigan has changed due to COVID-19, named Act No. 254 Public Acts of 2020. Due to these changes made by the legislature, MBIC needs to amend its Open Meeting Act Policy and have it approved at the December 2021 board meeting.

FY 2022 Preliminary Budget

Quackenbush reviewed the detailed proposed budget for fiscal year 2022.

Leon Knirk **MOVED** to approve the proposed FY 2022 budget as presented. Jon Haindl **SUPPORTED. MOTION CARRIED.**

Election of Federation Division Directors

Leon Knirk volunteered to act as one of the two Federation Directors for MBIC in 2022. Bret Schapman nominated himself as alternate director and will step into the Federation role only if one of the other elected directors are not able to fulfill their duties.

Bret Schapman **MOVED** to close nominations and to cast a unanimous ballot to elect Monte Bordner and Leon Knirk for Federation Directors for 2022 with Bret Schapman as alternate. Jill Sears **SUPPORTED. MOTION CARRIED.**

Allied Industry Reports

MI Department of Agriculture and Rural Development

Heather Throne reported that she will update MBIC on the Michigan Legislature changes to the Open Meetings Act and will provide recommendations on board meetings and options. Heather reported that, if the legislature and governor approve the FY 2022 budgets, her department will go ahead with Rural Development Grants for livestock processing (rural communities are eligible for this grant) and other types of grants. Grant information will go out to the public on October 1, 2021. The total dollar amount of grants is unknown at this time but, historically, have been at the \$4,000,000 level. Maximum funding for each grant is \$100,000 with a \$30,000 cash or in-kind match required. MDARD is monitoring USDA for additional grants to add to COVID funding.

Michigan Cattlemen's Association

Quackenbush reported that MCA is trying to plan for 2022. The MCA/MSU Bull Evaluation Program currently has a full barn with 108 bulls nominated but the program will start with no more than 100 bulls.

The 2022 MI Beef Expo is in question. The MCA Beef Expo Committee will meet the week of September 20 to determine if MCA will go ahead or cancel the event.

The Alliance for Animal Agriculture is in the state budget, and it appear will be funded. Dr. Buskirk at MSU is hopeful that a Block Chain Traceability project will get funded and hopes to present this to MBIC in December. Within agriculture groups in Michigan, there are questions as how to best access and use the continued influx of resources from the federal government for the betterment of the industry. Quackenbush has been involved with these discussions.

Michigan State University Animal Science Department

Dr. Cathy Ernst reported that the fall school year is underway at MSU with new challenges. Enrollment in the Animal Science Department is at 461 students, which is the largest ever class at the beginning of a school year. Businesses in Michigan accepted four summer internships in the beef industry. Taylor Langford, Beef Judging Coach, was hired during the COVID period and is back to creating his program and holding classes. Jason Rowntree was named the C.S. Mott Professor of Sustainable Agriculture by the College of Agriculture and Natural Resources. Dr. Buskirk received an M-AAA grant for a grazing project. The solar panels are expected to be delivered and installed in the spring. The Animal Science Department is working on how to allocate acreage for grazing, etc. The south campus farms are now under the

MSU-CANR oversight. There are no open positions in the department at this time, but they are doing planning and hope to have some positions open soon.

Commissioner Reports and Public Comments

Dale Oeschger expressed his appreciation for the opportunity to represent MBIC in past years within Michigan and at the national meetings, and thanks everyone for their support.

FY 2022 Meeting Dates

The proposed dates for the fiscal year 2022 are December 16, 2021, March 24, 2022, July 21, 2022, and September 22, 2022.

Jon Haindl **MOVED** to approve the FY 2022 meeting dates. Bret Schapman **SUPPORTED. MOTION CARRIED.**

Executive Evaluation

Requested by Quackenbush to move to Closed Session for the Executive Evaluation.

Executive Session

Jon Haindl **MOVED** to close the open session of the meeting and go to executive session for review of Executive Director position. Jill Sears **SUPPORTED.** By rollcall vote - Knirk-yes, Haindl-yes, Lewis-yes, Schapman-yes, Sears-yes, Bordner-yes - the **MOTION CARRIED.**

The meeting moved into Closed Session at 4:30 pm. Monte Bordner, Chairperson, declared open session at 6:05 pm.

Jennifer Lewis **MOVED** to proceed with the items discussed in executive session and for Chairman Bordner to provide communication and follow through. Leon Knirk **SUPPORTED. MOTION CARRIED.**

Adjourn

Jill Sears **MOVED** to adjourn the meeting at 6:07 pm. Jennifer Lewis **SUPPORTED. MOTION CARRIED.**

Respectfully submitted,

Jacquie Harrison
Administrative Office Manager