

**MICHIGAN BEEF INDUSTRY COMMISSION**  
**Board Meeting**  
**Thursday, July 20, 2023**  
**12800 Escanaba Drive, DeWitt, MI 48820**

**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.*

**A G E N D A**

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

General Business

- Approval of Agenda
- March 15-16, 2023 MBIC Meeting Minutes - Jon Haindl, Secretary
- Financial Report – Leon Knirk, Treasurer

Decisions

- MBIC Strategic Focus Areas & High-Level Projects
- Michigan Checkoff: Act 291 Assessment
- FY 2024 Federation Investment – Review [Value Summary website](#)

12:00            Lunch Break

Information Update

- Nutrition & Consumer Info Report – Katie Serbinski
  - Billboard Advertising
  - WILX Studio 10 Segments
  - Ag Council – Down on MI Farm
  - MI Fitness Foundation & Labor Day Bridge Run & Walk
- Executive Report – George Quackenbush
  - Annual Report Distribution
  - MBIC/MCA Operating Agreement Update
  - Build Your Base Investment
- Cattle Industry Summer Business Meeting
  - July 24-26, 2023, in San Diego, CA
  - CBB & Federation Directors

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:

3:00 pm            Adjourn

Next Quarterly Board Meetings –**Sept. 14, 2023**