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**MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS
OF THE NATIONAL BISON ASSOCIATION
January 22, 2019
Denver Renaissance Hotel, Denver, CO**

10 The regularly scheduled meeting of the Board of Directors of the National Bison
11 Association was convened at 4:30 p.m. MDT, Thursday, January 22, 2019 at the Denver
12 Renaissance Hotel, Denver, CO, pursuant to previous action by the board and notification by
13 the Executive Director.

14 Present were:

15 Roy Liedtke (Joined at 4:45 p.m.)	Dick Gehring
16 Tom Barthel	Paul Kolesar
17 Kristopher Kelley	Donnis Baggett
18 Brian Grubb	Boyd Meyer
19 Jeremy Allemann	Mimi Hillenbrand
20 Gerald Parsons	Alan Douglass
21 Debbie Thieman (Joined at 5:20 p.m.)	

22 ITBC non-voting representative, Mike Faith was absent. Keith Yearout joined the
23 meeting by phone. Also attending were Dave Carter, Jim Matheson, Karen Conley, Ken
24 Klemm, Leslie Allen and Connor Elliott. Roy Liedtke presided, and Dave Carter served as
25 recording secretary.

26 Dick Gehring provided a report of the President. He commended the staff for putting
27 together a great conference. He said the issue of mislabeled water buffalo continues to be a
28 major focus for the association.

29 The Chair directed the board's attention to the minutes of the meeting of December 13,
30 2018, which minutes were previously distributed to the board. International Director Paul
31 Kolesar noted that his report should reflect that the new tag system will reduce the time and
32 inconvenience of bringing bison across the border. A motion was made by Paul Kolesar to
33 approve the minutes, as amended. Said motion was seconded and carried.

1 The board reviewed the Minutes of the NBA Finance Committee from December 20,
2 2018. Mimi Hillenbrand made a motion to accept the minutes. Said motion was seconded and
3 carried.

4 Donnis Baggett provided a financial report through year-end 2018. The Finance
5 Committee has not yet reviewed this report. According to the preliminary report, the NBA
6 ended 2018 with net positive results of \$7,610 after all adjustments. Combined with \$16,922 in
7 our 2 per cent Designated Reserve program, the association had a total increase in net assets of
8 \$24,532. Gross profit of \$848,924 was within \$3,104 (99.6 per cent) of budgeted levels. Gross
9 expenses of \$838,266 were \$23,901 above budget. Because the Finance Committee has not
10 reviewed the Financial Report, approval was deferred.

11 Boyd Meyer offered to contact members to encourage participation in the NBA Growth
12 Fund.

13 Discussion was held regarding the ability to generate funds. Dick Gehring and Mimi
14 Hillenbrand mentioned that the NBA is working with Front Range Source regarding
15 fundraising.

16 Dave Carter reviewed with the board the financial dashboard he created to provide an
17 overview of our various financial performance metrics during the past 10 years. No action was
18 taken.

19 Mr. Carter reviewed with the board the fourth draft of the NBA proposed three-month
20 2019 budget. The draft budget projects \$334,768 in revenue through March, compared with
21 \$390,220 during the same period last year. On the expense side, the budget projects \$316,039
22 for the first three months of 2019, compared to actual expenses of \$334,262 during the same
23 period last year. After adjustments and designated reserves, the budget projects net results of
24 \$12,034 through March, compared to actual net results of \$58,327 during Q1 last year. The
25 budget will be formally approved during the Friday board meeting.

26 Jim Matheson provided a membership report. He noted that the NBA recorded 1,141
27 members as of January 18th. The association has picked up five new lifetime members since
28 December.

1 Mr. Matheson reported that the staff has signed a contract for a new membership
2 software program beginning in February. He is optimistic that this software will improve the
3 NBA's ability to communicate with members, handle renewals, and target messaging.

4 Paul Kolesar questioned the value of having life membership in the organization.
5 Discussion was held. Tom Barthel offered to lead an analysis on the cost/benefit of the NBA
6 lifetime membership program.

7 Discussion was held on efforts to require full labeling of water buffalo. Mr. Carter
8 reported that, because of the government shutdown, he has not been able to ask for any updates
9 from the FDA. U.S. Sens. John Hoeven (R-ND), Michael Bennet (D-CO), Heidi Heitkamp (D-
10 ND), John Thune (R-SD) and Martin Heinrich (D-NM) have sent a joint letter to FDA and FSIS
11 urging that this issue be a priority. In the meantime, the firm importing the water buffalo meat
12 contacted the NBA to report that they plan to stop selling water buffalo meat in the United
13 States as of the end of March. Mr. Carter said that it is important to develop a legislative fix to
14 prevent this from happening in the future.

15 On the issue of water buffalo in pet food, Mr. Carter reported that the Association of
16 American Feed Control Officials (AAFCO) is conducting its mid-year meeting in Savannah,
17 GA at the same time as the NBA Winter Conference. Ken Ludwick, an NBA member from
18 Kentucky who is involved in producing and marketing pet products, is attending that meeting
19 on our behalf. Mr. Carter also reported that the InterTribal Buffalo Council wrote a very strong
20 statement specifying the importance of the term "buffalo" to Native Americans. The Ingredients
21 Definitions Committee is likely going to recommend that this be handled through a change in
22 the model regulation, rather than through a definition.

23 Mr. Carter reviewed the progress on the NBA Strategic Plan. He noted that the association
24 continues to make progress. During the past few months, the NBA has implemented the
25 membership software, developed contacts with agricultural lenders, and began working on the
26 three pop-up promotions events planned for next summer.

27 Mimi Hillenbrand provided a report of the Science and Research Committee. She reported
28 that the Bison Disease Field Guide has been published. Representatives from South Dakota
29 State University will be at the winter conference to discuss their efforts to establish a center of
30 Excellence for Bison.

1 Boyd Meyer provided a report on the Gold Trophy Show and Sale. He reported that the
2 set-up at the National Western Stock Show has gone very smoothly.

3 Dave Carter provided a report of the Commercial Marketers Committee. He reported that
4 the committee was scheduled to meet on January 23rd. Truth in labeling would likely be a major
5 discussion there.

6 Mr. Carter provided a legislative regulatory report. He noted that many issues are on hold
7 because of the government shutdown. He reported that he has been working with the USDA
8 Agricultural Marketing Service and the News Reporting Service to begin plans for
9 implementing a live bison price reporting system. Those plans, which were to begin this winter,
10 are delayed because of the government shutdown.

Comment [SC1]: Is it both services?

11 He reported that the USDA Agricultural Trade Advisory Committee on Animals and
12 Animal Products has been weighing in on a potential trade arrangement with a post-Brexit
13 United Kingdom, and on entering into unilateral trade negotiations with Japan.

14 Mr. Carter provided an update on the Farmers' Market Promotion Program grant. He
15 reported that he conducted a farmers' market workshop in conjunction with the Western Bison
16 Association annual meeting in December. Jim Matheson is scheduled to conduct another
17 workshop in conjunction with the Eastern Bison Association meeting in March. The NBA has
18 also developed the web pages for the farmers' market and the agritourism directories, and will
19 begin populating those websites after winter conference. Mr. Carter has initiated discussions
20 with local bison producer/marketers in Seattle, Minneapolis/St. Paul and New York City to help
21 organize pop-up events promoting bison meat in those cities.

22 Jim Matheson provided a report on the Risk Management Agency grant activities. He said
23 the project will focus on tracking production data to better mitigate risk while educating about
24 the services of the Risk Management Agency. He is developing the Request for Proposals to
25 help develop the producer app for that grant. That RFP will be issued shortly after winter
26 conference.

27 Alan Douglass provided a report from Region I. The Western Bison Association annual
28 meeting in Ogden went very well. Dave Carter provided a Farmers' Market Promotion
29 workshop. The WBA summer meeting is scheduled in Utah.

1 Debbie Thieman reported that the Rocky Mountain Buffalo Association is planning its
2 spring conference in Westminster for the first weekend in March.

3 Mimi Hillenbrand reported that the Dakota Territory Buffalo Association meeting is set for
4 February 1-3. The live sale will be a video sale this year.

5 Keith Yearout provided a report from Region IV. He reported that Kansas Buffalo
6 Association had a successful sale.

7 Jeremy Alemann reported that the Wisconsin Bison Association has a meeting planned on
8 February 23rd.

9 Gerald Parsons provided a report from Region VI. He reported that the Oklahoma Bison
10 Association had a successful meeting and sale.

11 Brian Grubb reported on Region VII. He reported that the Eastern Bison Association
12 conference is planned for March.

13 Kristopher Kelley provided a report from region VIII. He said that Land of the Lakes is
14 planning a sale in Kentucky.

15 Paul Kolesar provided a report from the International Director. He reported that calf prices
16 are lower in Canada. He reported that the CBA has established four-year term limits for their
17 international director. Consequently, Robert Johnson has been nominated as the new
18 International Director.

19 There being no further business to come before the board, and upon motion made,
20 seconded and carried, the meeting adjourned at 6:20 p.m.

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22 Respectfully submitted,

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26 Tom Barthel, Secretary

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30 Dave Carter, Recording Secretary

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