

1 A motion was made by Carie Starr to approve the minutes as distributed. Said motion was
2 seconded and carried.

3 The chair called on Dave Carter for a financial report. Mr. Carter noted that the July
4 financial reports were completed on August 18th, and that the Finance Committee met on the
5 morning of August 19th to review those statements. He also noted that July's one-month
6 performance does not provide an accurate reflection of activity because the Summer Conference
7 expenses booked in July were budgeted in June. Year-to-date (YTD), the NBA's
8 total income of \$446,295 is \$10,400 above budgeted levels. Summer Conference fundraising
9 and sponsorships alone were \$27,800 above budget. Communications income was \$9,433 below
10 budget, and Growth Fund revenue was \$14,379 below budget. Both of those are primarily the
11 result of timing. Total expenses through July were \$486,852, which was \$25,540 below budget.
12 Again, timing of communications and Growth Fund were primary contributors. After designated
13 reserve calculation and other adjustments, our net proceeds of (\$13,725) are \$35,951 ahead of
14 budget. Chad Kremer made a motion to approve the financial report, as presented. Said motion
15 was seconded and carried.

16 Jim Matheson provided a membership report. The membership count is 1,138 as of
17 August 16, 2021, which is a decline of 23 members since June 23rd, and 32 members since the
18 January report. The active and multi-year membership categories account for most of that
19 decline. The association has picked up 18 supporter memberships since June and has seen a
20 decline of 12 Friend of the Bison memberships (the category that is being phased out). Mr.
21 Matheson said that we have gained about three members since the report was generated. He
22 reported that the staff will be looking to utilize the October webinar series as a tool for
23 generating membership. He also said that the NBA is developing promotions campaigns on
24 Facebook. He reported that it is getting more difficult to recruit members because there are
25 more resources for information available from sources outside of the NBA. He also
26 recommended conducting a survey of lapsed members. Robert Johnson recommended that
27 outreach be conducted among Canadian bison producers.

28 Mr. Matheson reported that the NBA is applying for a grant through North Central
29 SARE. He will be participating in a call for proposals for a \$40,000 grant for outreach and
30 education.

1 Dave Carter reported that the NBA has submitted a \$128,000 Regional Food Systems
2 Grant to USDA's Agricultural Marketing Service, in cooperation with the Center of Excellence
3 for Bison Studies, the InterTribal Buffalo Council, and Sinte Gleska University. Grant awards
4 are anticipated to be announced in October.

5 Mr. Gehring called on Eloise Mongillo for a report of the Development Director. She
6 said that the Development Committee has been meeting monthly to assist her with plans for
7 fundraising moving forward. Ms. Mongillo and Mr. Carter have been coordinating to identify a
8 key prospect list for potential outside donors. She has a call scheduled on August 20th with a
9 major prospective donor. She is also working to get Raisers' Edge up and running, and to get
10 compatibility with QuickBooks.

11 Jim Matheson reported that he has been working with four regional groups of key NBA
12 members to develop a list of topics for four regional webinars. The webinars will focus on
13 topics relevant to members in those regions and will feature presenters with regional expertise.
14 Seminars are being developed for North, East, West and South regions. He noted that the
15 presentations will be recorded and put online as an ongoing resource for members.

16 Mr. Matheson reported that the Winter Conference Committee met on August 16 to
17 continue planning for the 2022 annual convention, scheduled January 20-21, 2022, at the
18 Renaissance Denver Hotel. The room rate for 2022 will be \$138/night (double or single),
19 including breakfast. The conference this year will be a two-day event, plus an evening welcome
20 reception on the 19th, rather than a three-day event as in 2019. This addresses member feedback
21 received in post-conference surveys regarding the length of the conference. He reviewed the
22 tentative agenda with the board. Donnis Baggett asked if there was any indication that the state
23 would impose potential COVID restrictions in January. Dave Carter said that any restrictions
24 will likely come through the City and County of Denver.

25 Jim mentioned that he is working with our website developer to create a refresh for
26 bisoncentral.com. The current site is five years old and is suffering from some add-ons through
27 the years that have made it increasingly difficult to navigate. Discussion was held. Consensus
28 was expressed that the website is in need of updating.

29 The Chair moved to committee reports.

1 Dave Carter provided a report of the Science and Research Committee. He reported that
2 Dr. Carter Kruse has agreed to take over as chair of the Science and Research Committee
3 following the retirement of Dr. Dave Hunter. Dr. Kruse jointed the meeting to introduce
4 himself, and to discuss the importance of the committee. Mr. Carter said that Dr. Hunter also
5 served as the NBA's representative on the U.S. Animal Health Association and is stepping
6 down from that position as well. Dr. Tom Bragg, manager of the Sandhill-Deer Creek Ranch
7 near Gordon, NE, has agreed to serve as the NBA representative on USAHA.

8 Mr. Carter provided a report of the Commercial Marketers' Committee. The NBA has
9 been focusing heavily on consumer outreach programs through the NBA Growth Fund. North
10 American Bison, L.L.C. participated in the Q Series of BBQ event July 9-10 in Arrowhead
11 Stadium, Kansas City. Rocky Mountain Natural Meats will participate in the Q Series event
12 September 17-19 at Empower Field in Denver and NAB LLC will participate in the October 1-3
13 event at Kiener Plaza Park in St. Louis. The NBA is also helping to underwrite participation
14 with the World Food Championship Competition November 5-9, in Dallas, TX. In other areas
15 of consumer outreach, the NBA has identified 12 key social media influencers involved with
16 Shiftcon and is working to develop a sponsorship proposal to promote bison. Mr. Carter will be
17 attending the Expo East Natural Products show immediately prior to the Washington Roundup.

18 Mr. Carter reviewed with the board the status of the 2021 Strategic Plan. He noted that
19 he, Mr. Matheson and Ms. Mongillo met in Rapid City on July 9th to review the 2021 Strategic
20 Plan, and to provide some updates and additions. He discussed the status of strategic plan
21 priorities with the board. No action was taken.

22 Mr. Carter noted that the board in June had agreed to conduct a strategic planning
23 session in March or April 2022. He recommended that the board set a fixed date on the
24 calendar. Discussion was held. Robert Johnson asked if the planning session could be conducted
25 in connection with the Winter Conference. Mr. Carter recommended a stand-alone planning
26 session. Donnis Baggett suggested that we hold a hybrid event that would include video
27 participation. Following discussion, consensus was expressed to schedule the session for the
28 third or fourth week of March in Denver.

29 The Chair called on Directors for Regional Reports.

1 Robert Johnson provided a report of the International Director. He reported that the
2 Canadian government is initiating a \$500 million drought relief program in western Canada and
3 parts of Ontario. Herd thinning is taking place and there will be a lot of cull animals coming into
4 the United States from Canada.

5 Mary Adams provided a report from Region I. Western Bison Association is planning a
6 conference December 2-4 in Ogden, UT. Their annual sales will be a video auction this year and
7 will likely include a production sale.

8 Dave Carter reported on Region II. He said that the Rocky Mountain Bison Association
9 will hold its fall tour September 11th at Prairie Ridge Buffalo Ranch near Limon. He also said
10 that RMBA would be participating in the Q Series BBQ event in Denver.

11 Kevin Leier provided a report from Region III. He said because of the drought
12 conditions, many producers in North Dakota are talking about liquidating up to 60 percent of
13 their herds. North American Bison, L.L.C. is initiating a \$5 million expansion on their plant.
14 Mr. Leier worked with Mike Faith to facilitate the transfer of some Yellowstone bulls to the
15 Standing Rock Reservation. The Dakota Territory Buffalo Association is moving forward in
16 planning their annual meeting in February. North Dakota will not hold a production sale this
17 year.

18 Ken Klemm provided a report from Region IV. He noted that the bison finishers in his
19 region are full right now, so there is a surplus of animals waiting to be processed.

20 Jeremy Allemann provided a report from Region V. He noted that his region is not in
21 severe drought. The Wisconsin Bison Association fall conference is planned in October. Jim
22 Matheson will be participating on behalf of the NBA.

23 Campbell Burgess provided a report from Region VI. He said that the moisture situation
24 is good in Texas.

25 Carie Starr provided a report from Region VII. She said the Eastern Bison Association is
26 having their fall conference September 17-18 in Ohio. She noted that processing availability is
27 improving.

28 Kristopher Kelley provided a report from Region VII. He noted that moisture conditions
29 are good in his region.

1 Dave Carter provided a report on the InterTribal Buffalo Council. He reported that
2 Arnell Abold is stepping down as ITBC Executive Director.

3 Dave Carter provided a report on legislative and regulatory issues. He reported that
4 USDA's Agricultural Marketing Service has awarded a contract for the purchase of up to 1.3
5 million pounds of ground bison to be used in the National School Lunch Program and other
6 Federal Food and Nutrition Assistance Programs. All of the contracts were awarded to USA
7 Beef in Roswell, NM.

8 He reported that the NBA staff is moving forward with plans for conducting a
9 Washington, D.C. Roundup September 27-28, but is keeping an eye on the increase in COVID-
10 19 cases due to the Delta variant. He said that the association would be taking a small
11 delegation to D.C. this year because of COVID and general security concerns that have limited
12 access to federal facilities, and because many federal employees are still working remotely.

13 Mr. Carter said that USDA's Agricultural Marketing Service published a formal Request
14 for Information on July 16th regarding the potential investment of \$500 million in American
15 Rescue Act funds to improve the infrastructure of the U.S. meat processing sector. The RFI
16 contains an extensive list of questions from AMS. He and Kristopher Kelley participated in an
17 August 12th listening session conducted by the White House Office of Engagement and the
18 USDA. Mr. Kelley also presented information during an August 19 roundtable with USDA. Mr.
19 Kelley reported on that roundtable. Kristopher Kelley reported that the processors participating
20 in the NSAC urged that resources be spent to address labor and equipment and other issues
21 plaguing existing processors. Mr. Kelley urged that funds be available for voluntary inspection.
22 The NBA will submit formal comments by the August 30 deadline. Mr. Kelley recommended
23 that the NBA's comments be circulated to members with an encouragement to file individual
24 comments.

25 Mr. Carter reported that the staff has been working with the prime House sponsor, Rep.
26 Ed Perlmutter (D-CO) to try and schedule a hearing on the Truth in Buffalo Labeling bill in the
27 House Energy and Commerce Committee's Health Subcommittee. The subcommittee, however,
28 has been swamped with labeling bills, particularly on the topics of plant-based meat and dairy
29 products and is not likely to schedule another labeling bill hearing. However, the FDA has an
30 Open Docket process to allow groups to submit petitions for regulatory changes. Mr. Carter said

1 that the NBA will be pursuing the Open Docket process. Campbell Burgess mentioned that he
2 was at the SuperZoo pet food trade show in Las Vegas this week and saw at least four instances
3 of deceptively labeled water buffalo products. Mr. Carter requested that Mr. Campbell provide
4 information on those products so that the NBA can pursue formal enforcement action.

5 On the topic of trade, Mr. Carter said that USDA's Foreign Agricultural Service added
6 bison meat to the export library for the United Arab Emirates last month, following a request
7 from one of our commercial marketers. Bison meat can now be exported to the UAE but will
8 have to be processed under certified Halal procedures. The USDA Agricultural Trade Advisory
9 Committees, of which he is a member, met virtually last week with Agriculture Secretary Tom
10 Vilsack and Trade Ambassador Katherine Tai. USDA FAS is continuing to work on opening
11 Japan, Taiwan and Korea, but no developments are expected soon.

12 Dick Gehring reported that the call for scholarships has been issued from the Throlson
13 Foundation.

14 Cecil Miskin joined the meeting and provided a report on the discussions that are being
15 held regarding a potential merger of the National Bison Foundation and the National Buffalo
16 Foundation. One major area of negotiation is the governance of any new foundation. The
17 National Bison Association is the sole member of the National Bison Foundation, so will need
18 to agree to any new proposed governance structure. Mr. Miskin noted that the individuals who
19 are being recommended for the new board of directors of the combined foundation will be
20 critical to the success of any merger.

21 Mr. Matheson reported that the Request for Proposals has been issued for auctioneers to
22 serve at the NBA Gold Trophy Sale at the National Western Stock Show in January 2022.

23 Karen Conley provided a report of the communications director. She said that she will
24 work with Robert Johnson to promote membership from Canadian members. She said that
25 Membership Monday and Teachable Tuesday social media posts are very successful.

26 Ms. Conley reported that she is wrapping up her portion of the Summer edition of *Bison*
27 *World* in the next few days. She is beginning to start development of the fall issue. She said the
28 fall issue should be out on schedule.

29 Mr. Matheson reported that the NBA wants to develop a members' only Facebook site

1 that would provide an alternative to unvetted sites that are providing degrees of misinformation.
2 He said that the staff will be relying on the board to provide answers and information to
3 questions and inquiries that arise on the Facebook site. Discussion was held regarding the types
4 of information that would be published on the site. No decision was made.

5 Discussion was held on the Weekly Update advertising policy. Mr. Carter reported that
6 last fall, the staff implemented an advertising policy that would allow for advertisers to reserve
7 the banner ad in one-month blocks up to three months in advance. Here's how the November
8 2020 minutes reflect the discussion on that policy:

9
10 Karen Conley provided a report from the Communications Director. She is starting to
11 work on the winter issue of *Bison World*. There is an increase in advertising. She
12 reviewed with the board the new policy regarding the placement of banner ads in *Weekly*
13 *Update*. Discussion was held. Consensus was expressed that the staff continue to look at
14 alternatives for the advertising policy. Kevin Leier recommended that Karen Conley be
15 recused from being involved in developing the policy because of a potential conflict of
16 interest. Ms. Conley agreed to be recused.

17
18 Accordingly, the staff—acting without Ms. Conley's participation, issued the following new
19 advertising policy for Weekly Update:

20 Beginning, October 1, 2021, advertisers may reserve space at the full price for up to two weeks
21 at a time. If there are two or more companies wanting a specific advertising block (e.g., Banner
22 Ad), each company will be able to reserve a two-week block on a rotating basis. The
23 reservations for the rotating blocks will be accepted on a first-come, first-serve basis.

24 One existing advertiser has strenuously objected to the new advertising policy.
25 Discussion was held. Ken Klemm said that any policy should be a useful tool for auctioneers to
26 be able to schedule space on an ongoing basis. Kevin Leier recommended that we develop a
27 Monday morning ad blast each week. Donnis Baggett noted that the space is valuable, and that
28 the NBA should increase the price for that space. Mr. Carter noted that some of the
29 recommendations being offered were similar to the policy that was implemented last November.
30 Kristopher Kelley recommended use of a Google Sheet platform that allows advertisers to

1 submit bids for the space. Donnis Baggett suggested seasonal rates for Weekly Update. Mr.
2 Carter agreed to explore the Google Sheet approach, along with seasonal rates.

3 Jim Matheson reported that he and Karen Conley met with HerdDogg on August 18th to
4 discuss promoting the app through NBA, including paid *Bison World* advertising and outside
5 channels. This is intended to educate, promote and generate income to grow the bison app
6 program. He reviewed the HerdDogg promotional program with the board. HerdDogg is also
7 seeking a volunteer bison pilot-farm/ranch to test their identification and tracking products. Mr.
8 Matheson encouraged any board member wanting to participate in the pilot program to contact
9 him.

10 There being no additional business to come before the board, and upon motion made,
11 seconded and carried, the meeting adjourned at 7:30 p.m.

12

13 Respectfully Submitted,

14

15 _____

16 Joe Graham, Secretary

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18 _____

19 David E. Carter

20 Recording Secretary

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