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**MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS
OF THE NATIONAL BISON ASSOCIATION
July 8, 2019
Bismarck, ND**

10 The regularly scheduled meeting of the Board of Directors of the National Bison
11 Association was convened at 7 a.m. Monday, July 8th, 2019 at the Bismarck Radisson Hotel,
12 Bismarck, ND, pursuant to the bylaws and notification by the Executive Director.

13 Present were:

14 Roy Liedtke	Dick Gehring
15 Tom Barthel	Robert Johnson
16 Brian Grubb	Boyd Meyer
17 Jeremy Allemann	Debbie Thieman (via speakerphone)
18 Keith Yearout	Alan Douglass
19 Donnis Baggett	Kristopher Kelley
20 Mimi Hillenbrand	Gerald Parsons

21 Mike Faith, ITBC, attended the later portion of the meeting.

22 Also attending were Dave Carter, Jim Matheson, and several NBA members. Roy
23 Liedtke presided, and Dave Carter served as recording secretary.

24 Dick Gehring provided a report of the president. He reported that he had travelled to
25 Washington, D.C. to work on water buffalo legislation, and that he had attended both the Texas
26 Bison Association and the Western Bison Association meetings since the last NBA board
27 meeting.

28 The chair directed the board's attention to the minutes of the meeting of May 16, 2019,
29 which minutes had been previously circulated to the board. No changes were made. A motion
30 was made by Alan Douglass to approve the minutes as distributed. Said motion was seconded
31 and carried.

32 The chair directed the board's attention to the minutes of the Finance Committee from
33 May 23, 2019, and June 27, 2019. A motion was made by Mimi Hillenbrand to accept those
minutes as distributed. Said motion was seconded and carried.

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2 The chair called on Donnis Baggett, chair of the Finance Committee, to provide a year-
3 to-date financial report. Mr. Baggett noted that the Finance Committee met on June 27th and
4 reviewed the Year-to-Date financial performance through May. He noted that membership is
5 lagging slightly compared to 2018, but is catching up. Our advertising revenue is slightly ahead
6 of budget. The Growth Fund is an area of concern, and needs emphasis. Year-to-date income of
7 \$477,121 through May was \$18,242 below budget. Timing of grant activities accounted for the
8 majority of the variance. Restricted grant revenue was \$11,171 below budget YTD. Growth
9 Fund revenue was \$4,710 below budget. Total YTD expenses of \$472,001 were \$15,014 below
10 budget. Again, grant expenses account for the majority (\$9,543) of that variance. After
11 accounting for designated reserve and other adjustments, the YTD net results of \$13,455 were
12 \$8,400 below budget. Total equity in the NBA on May 31st was \$355,217, compared to
13 \$366,546 on May 31, 2018.

14 Board Chairman Roy Liedtke encouraged members to promote the growth fund in their
15 state-regional associations. Donnis Baggett recommended an ongoing
16 communication/promotion of the Growth Fund in *Bison World* and on-line. Mimi Hillenbrand
17 recommended an article on the Growth Fund. Tom Barthel recommended an annual year-end
18 push for Growth Fund. A motion was made by Mimi Hillenbrand to approve the financial
19 report, as presented. Said motion was seconded and carried.

20 Assistant Director Jim Matheson provided an updated budget forecast for Summer
21 Conference. The NBA projects total income of \$76,050, and expenses of \$48,725. This will
22 leave net results of \$27,125. This compares to projected net results of \$29,040 in the adopted
23 budget.

24 Mr. Matheson provided a membership report. As of July 2, we have 1,127 members,
25 compared to 1,131 on May 31. We have dropped by 14 members since January. A 1% change.
26 There's no single membership category that is showing significant change.

27 Mr. Matheson reported that he spent one full week in the on-line "boot camp" for the
28 Apricot Essentials membership management software. He noted that the software will require
29 building reports from scratch. He will be developing those reports following Summer
30 Conference.

1 Mr. Matheson provided a report regarding Summer Conference. He said that leaders in
2 the North Dakota Buffalo Association have worked hard to help the NBA put together a great
3 program for our Summer Conference. He reported that more than 200 people registered for the
4 conference.

5 Discussion was held on the 2020 Winter Conference. Mr. Carter reported that the NBA
6 will be soliciting significant sponsorships in celebration of the association's 25th anniversary.
7 Noted sculptor Veryl Goodnight has agreed to create a bronze statue of Old Sykes, Charles
8 Goodnight's famed bison bull, to commemorate the NBA's 25th anniversary. The NBA will sell
9 some of the sculptures in advance of the conference with the proceeds to be split between the
10 association and Ms. Goodnight. Sculpture No. 1 will be raffled or auctioned during the
11 convention.

12 Mr. Matheson reported that the Rocky Mountain Bison Association has offered to host
13 the 2020 NBA Summer Conference. They are looking at venues in the mountains outside of
14 Denver, and would like to make this a great summer getaway for our members. Mr. Matheson
15 noted that consideration will be made on the cost of hosting a conference in a resort area. Keith
16 Yearout suggested that Cheyenne could be considered. Dick Gehring moved to work with
17 RMBA to host the 2020 Summer Conference. The motion was seconded and carried.

18 Dave Carter provided a report from the Science and Research Committee. The new
19 *Bison Necropsy Handbook* has been printed, and is ready for distribution. The cost of printing
20 on these handbooks is approximately \$3 each. Discussion was held. The board expressed a
21 consensus to sell the guide for \$5 to NBA members, and \$15 for non-members.

22 The Science & Research Committee is meeting with faculty from South Dakota State
23 University this week to continue to develop the framework for SDSU to be designated as a
24 Center of Excellence for Bison Research.

25 Mr. Carter also provided a report from the Commercial Marketers' Committee. He
26 reviewed the results of the May Commercial Marketers' Survey. Mr. Carter also reviewed with
27 the board a proposal to sponsor a keynote luncheon at the 2019 Shiftcon conference for
28 \$15,000. That conference is targeted to health/wellness bloggers. The Commercial Marketers'
29 Committee is recommending that the NBA serve as a keynote luncheon sponsor. Discussion

1 was held. President Dick Gehring moved to approve the \$15,000 sponsorship for Shiftcon. Said
2 motion was seconded and carried.

3 Boyd Meyer provided a report from the Gold Trophy Show and Sale Committee. The
4 selection of the GTSS auctioneer was tabled by the board at the previous meeting. Tom Barthel
5 made a motion to take it off the table. Said motion was seconded and carried. Mr. Liedtke noted
6 that Bradeen Auction and Quality Auction Services have each submitted a promotional plan for
7 GTSS. Discussion was held regarding the procedure for making the decision between the two
8 bids.

9 Tom Barthel noted that the GTSS Committee has recommended Quality Auction
10 Services. Mr. Meyer provided information on the factors that the committee utilized in making
11 its recommendation.

12 Quality Auctions Services was not the lowest price bidder. Both the GTSS Committee
13 and the BOD considered price, relevant experience, technical skills, qualifications and other
14 appropriate factors in their decisions.

15 Gerald Parson moved to accept the GTSS Committee recommendation. Donnis Baggett
16 seconded the motion. The board went into executive session for discussion. The board arose to
17 open session with the following report. The motion to accept the GTSS Committee's
18 recommendation was put to a vote and carried by a margin of 12-1. Brian Grubb voted nay.

19 Keith Yearout reported that he has received a number of requests from members to
20 include DNA testing regarding plains and woods bison. Mr. Gehring noted that the North
21 American Bison Registry is working on procedures that may address that issue.

22 Gerald Parsons provided a report of the North American Bison Registry Committee. He
23 noted that the NABR has made the following recommendation:

24 "All members currently using NABR for DNA parentage tests on their bison would be
25 allowed to register those animals in the NABR Registry for free, and all bison not
26 currently DNA tested for NABR would be allowed to be registered at a reduced rate of
27 \$15 for a period of 18 months, with this fee structure to be reviewed at the end of that
28 period. "

29 Discussion was held. Consensus was expressed that there was inadequate information
30 regarding this proposal. The chair asked Mr. Parsons to have the NABR Committee provide

1 minutes of the last meeting, along with a flow chart on fees and processes so that the full board
2 could make an informed decision at the next meeting.

3 The discussion turned back to Mr. Yearout's question on DNA testing for GTSS. Mr.
4 Yearout agreed to visit with the NABR and GTSS on this issue.

5 Ken Klemm joined the meeting to provide a report of the Conservation Committee. He
6 reviewed with the board the Conservation Management Plan Monitoring Criteria, which criteria
7 were included with the board packets as Attachment L. He reported that the Nature
8 Conservancy has agreed to utilize the criteria as developed. He also reported that the
9 Monitoring Criteria are being incorporated into the new Producers' App being developed by
10 HerdDog, Inc. He requested that the board act on the Monitoring Criteria by the end of
11 August. Mr. Liedtke recommended that the board have a special meeting on August 15th to act
12 on the plan. Tom Barthel noted that it could be conducted by email. By consensus, the board
13 agreed to hold a special meeting at 5 p.m. MDT on August 15th to discuss the Conservation
14 Management Plan, and the NABR registry issue.

15 Dave Carter provided a legislative/regulatory report. He reported that the Washington,
16 D.C. Roundup is scheduled for September 17-20. The NBA has reserved a block of rooms at the
17 Washington Hilton Hotel for \$229/night. The Roundup will focus heavily on the water buffalo
18 labeling issue. Mr. Carter noted that he and Mr. Matheson have identified NBA members who
19 are constituents of key Senators and Representatives. The NBA sent out invitations to the
20 Roundup to those NBA members this week.

21 Mr. Carter reported that he is continuing to work with the offices of U.S. Sens. John
22 Hoeven (R-ND) and Michael Bennet (D-CO) to introduce legislation that will require honest
23 labeling of water buffalo. The draft legislation has been submitted to the FDA for a technical
24 review. On the House side, U.S. Rep. Jim McGovern (D-MA), a member of the House
25 Agriculture Committee, has offered to sponsor the legislation. President Gehring accompanied
26 Mr. Carter to Washington, D.C. in June to meet with the staff of U.S. Sen. Pat Roberts (R-KS)
27 and the majority staff of the House Agriculture Committee. They also met with Rep. McGovern
28 (D-MA), and with staff members from the offices of Sens. Hoeven and Bennet.

1 Mr. Carter reported that Donnis Baggett, Moritz Espy and he also met with the staff of
2 Sen. Hoeven and Bennet when they were in Washington, D.C. in May for the installation of the
3 bison head-mount in Sen. Thune's office.

4 He also informed the board that the annual meeting of the Association of American Feed
5 Control Officials is scheduled for August 4-7 in Louisville, KY. The Ingredients Definition
6 Committee is scheduled to bring forward a recommendation on this issue. Mr. Carter will be
7 attending the meeting. Kristopher Kelley will participate in one of the receptions during the
8 meeting.

9 Mr. Carter said that he has developed a contact list for key members of the AAFCO
10 Ingredients Definitions Committee. He will be asking attendees at the Summer Conference to
11 take a few minutes to contact members of the AAFCO Ingredients Definition Committee.
12 He said that he has also initiated discussions with a pet food manufacturer about being the first
13 to enter into a licensing agreement to utilize a label stating that they are a Partner in Restoring
14 the Herd.

15 Mr. Carter said that USDA's Foreign Agricultural Service is continuing to move
16 forward to open Mexico, Korea and Japan for imports of U.S. bison meat. They have also
17 initiated efforts to open Taiwan as well. Any movement on the EU tariff situation is stalled
18 because of the ongoing trade/tariff dispute. The EU has proposed re-opening negotiations on a
19 new trade agreement, but does not want to include agriculture in those negotiations.

20 He also reported that he has been appointed to another five-year term on the USDA
21 Agricultural Trade Advisory Committee for Animals and Animal Products.

22 Mr. Carter was joined in Washington, D.C. in May by Donnis Baggett, Moritz Espy and
23 taxidermist Gary English for the official installation of the bison head-mount in the Capitol
24 Office of U.S. Sen. John Thune (R-SD).

25 Mr. Carter reported on the activities being conducted through the USDA's Farmers'
26 Market Promotion Program Grant. The NBA will be holding the Bison Battle in Seattle Pop-Up
27 event in conjunction with Sierra Meats, local farmers' marketers and Renton Technical
28 College. The event will include an Iron Chef Competition featuring three student chefs, a
29 cooking presentation, and an opportunity for local bison marketers to promote their products.
30 On September 15th, a second Pop-Up event will be held in Minneapolis/St. Paul in cooperation

1 with local restaurants and chefs. That one will be held at a Minnesota farmers' market. The
2 NBA is still searching for a location for the third pop-up event.

3 The final Bison Marketing University workshop is scheduled for August 24th in Galena,
4 MO, in conjunction with the Missouri Bison Association.

5 Mr. Carter reported that Mr. Matheson is working with the NBA web designer to create
6 a mobile app to replace the Bison Finder app. The new app will include the on-line directories
7 for farmers' markets and agritourism providers.

8 Mr. Matheson provided a report on the activities being funded through the USDA Risk
9 Management Agency Grant. He has been working hard with the HerdDogg, Inc. development
10 team to get our producer app ready for launch at the Summer Conference. This app will be a
11 valuable resource for our members.

12 Mr. Carter reported that following the National Buffalo Foundation strategic planning
13 session in Rapid City April 26th and 27th, he has started drafting a Memorandum of
14 Understanding between the NBA, the NBF and the North Dakota Buffalo Foundation (National
15 Buffalo Museum). The MOU will include cooperation in the fundraising campaign that was
16 developed with the assistance of Front Range Source last year, and potential sharing of the cost
17 of a fundraising employee.

18 He also reported that he is working with Front Range Source to begin recruiting a
19 fundraiser, as authorized in our nine-month budget.

20 Mike Faith provided a report from the InterTribal Buffalo Council. He reported that
21 ITBC has offered its legal resources to assist with the effort to address honest labeling. He also
22 reported that the Alaskan Native American tribes are willing to help as well. He also suggested
23 that NBA and ITBC collaborate on marketing initiatives.

24 The Chair called on regional directors for reports from their regions.

25 Alan Douglass provided a report from Region I. He said that members in his region are
26 concerned about the impact of fake meat on the bison and beef marketplace.

27 Debbie Thieman provided a report from Region II. She said that the Rocky
28 Mountain Bison Association is looking forward to hosting the 2020 Summer Conference.
29 RMBA is also planning its fall meeting.

1 Mimi Hillenbrand provided a report from Region III. She encouraged people to
2 support the Dakota Territory Buffalo Association educational scholarship.

3 Keith Yearout provided a report from Region IV. He noted that it was abnormally
4 wet in his region.

5 Jeremy Allemann provided a report from Region V. He noted that the 2020 Minnesota
6 Bison Association will be held April 3-5 and will be hosted by Rod Sather.

7 Gerald Parsons provided a report from Region VI. He said that it was abnormally
8 dry in his region. He also said that the Oklahoma Bison Association has scheduled an auction
9 for November 2nd.

10 Brian Grubb provided a report from Region VII. He said that there had not been
11 significant activity since the last board meeting.

12 Kristopher Kelley provided a report from Region VIII. He noted that he will be
13 attending one of the AAFCO sessions with Mr. Carter in August.

14 Robert Johnson provided a report from the International Director. He said he has been
15 meeting with representatives of the Canadian government to discuss mislabeled water buffalo
16 products.

17 Mr. Carter provided a report from the Executive Director. He said that on July 22nd, the
18 National Bison Association will host a dinner for the Board of Directors of the National
19 Association of Farm Broadcasting at the West Bijou Ranch east of Denver.

20 He also reported that he will be attending a West Coast Food Distributors' Conference
21 on August 26 at the invitation of Broadleaf Meat Co. His presentation will focus strictly on an
22 overview of the bison business as a whole.

23 The next regular board meeting will be held at 5 p.m. MDT, September 26th. The
24 special board meeting will be at 5 p.m. August 15th.

25 There being no additional business to come before the board, and upon motion made,
26 seconded and carried, the meeting adjourned at 9:32 a.m.

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28 Respectfully Submitted,

29 _____
30 Tom Barthel, Secretary

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3 David E. Carter, recording secretary