

**MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS
OF THE NATIONAL BISON ASSOCIATION**

May 19th, 2022

Via Zoom

The regularly scheduled meeting of the Board of Directors of the National Bison Association was convened at 5 p.m. MST, Thursday, May 19th, 2022, via the Zoom virtual platform pursuant to the bylaws and notification by the Executive Director.

Present were:

Donnis Baggett	Chad Kremer
Robert Johnson	Mary Adams
Mimi Hillenbrand	Kevin Leier
Jeremy Allemann	Carie Starr
Ken Klemm	Elizabeth Riffle
Moritz Espy	

Absent were: Boyd Meyer, Joe Graham, Campbell Burgess Also present were:

Dick Gerhing, Karen Conley, Connor Elliot,

Donnis Baggett presided and called the meeting to order at 6:02pm, and Kevin Leier served as recording secretary.

President's Report – President Kremer reported that a lot is taking place in the organization. Officially congratulating Jim as the new Executive Director and excited about the next chapter of the journey. Everyone seems to be aware of the pressing issues with amenable species and the genetics topic that are taking the attention of the industry. He has been having more contacts on people looking to get into the industry which is encouraging to see.

Approval of the Minutes

March 31, 2022 Board Minutes Attachment A

April 18, 2022 Board Minutes Attachment B

April 22, 2022 Board Minutes

Attachment C

Finance Committee April 28, 2022

Attachment D

Motion to Approve the Minutes as presented by Carie Starr. 2nd Mimi Hillenbrand.

Motion Passed

Treasurer's Report- Jim presented on behalf of the Vice President. Financials are slightly behind as Teresea has been out of town and had a death in the family. Highlights of the financials are as follows. \$6,000 in membership revenue is up over last year in march to march comparison. Bison world advertising is tracking well ahead of budget but is also a factor of timing. Website advertising is down a bit but again with timing this is a slower period. Communications overall are up 56% of the budget. Promotions are up slightly as well. Growth fund is also up around 20%. Total income at the end of March is up 23%. Expenses are tracking in line with the budget. Total administration costs are on budget. Bison world is also a timing issue with expense on how they will be offset. Bottom line are net income is tracking ahead. April won't be as good but Jim is confident it will still move ahead of budget.

Motion to accept the Financials by Carie Starr, 2nd Mimi Hillenbrand. Motion Passed

Jim is working on getting the audit moving forward to be completed according to the by laws of the NBA. Motion to move forward with the Executive Committees recommendation for the audit. 2nd by Mary Adams. Motion Passed

9 month budget is tracking behind in being completed. Right now it is delayed to get April's financials inputted to bring it up to current. Jim is working on the 9 month budget regardless to get new items budgeted accordingly. Teresa would like to see the NBA moving to a full 12 month budget which Jim believes will be a good move.

NBA staff did an analysis of the virtual vs. physical office. Jim talked to Barb at length to determine what is the best option. Barb had some good points on needing to update all stationary and equipment and the cost of a fulfillment center to deal with shipping. Jim would like to see the inventory to move from his house as his wife will no longer be

able to help that process. Ideally this would work well based out of the office. NBA could also hire a temp staff to handle just shipping. Staying in the office make the most sense at this time. Donnis asked about changing storage areas or using office space to accommodate that inventory. Jim informed the board that the number of books in inventory alone is too much to not have a storage unit. Ken asked about a possible new hire and if having the physical office limits the search. Jim would like the new hire to be someone who is possible virtual and keep the physical office for operations headquarters. Donnis asked for any further input and moved on to membership reports.

Membership Report- Current membership is down about 2.5%. 1185 in March is the highest count in 20 years. Reasons for why this has dropped. Inflationary pressure is pushing on discretionary spending. There is also a call to really get out to grow membership over the next 9 months. Active members and 3yr members are both slightly down. Supporter category is up slightly. All revised membership counts reflect the new membership structure. Overall budgetary percentages are good. Carie asked about auto withdrawal on either yearly or monthly payments. Ken suggested looking at software options for automated payments. Donnis said in the print industry auto withdrawal is a golden standard and should be looked at. Jim said the plan is to explore the options and look at what we can do.

Grants- NCSARE Grant is received that will fund the 6 field days in 2022 and 2023. First field day will be at Heartland Bison Ranch on June 18th. There is also some money available to film the event and share with membership. Assmans will host the 2nd Field Day on Sept. 15th. ITBC will also possibly be attending that day. Matt Reuhter will host the last and the local college has some great things to share with marketing and regen ag. There will be a nominal fee of \$30 to participate. 2023 will be 3 more trips.

The 2nd grant is a Climate Smart Ag grant. The NBA is partnering with SDSU to try to get 3.8million dollars to administer the program for programming. The grant is pending at this time

Committee Reports

GTSS - Jim reported on planning to present the auctioneering bids for GTSS. The group needs to meet to review and update at the next meeting. 5 bids came in with 2 additional requests for information. There is an offer in the bid to extend the contract to 3 years total. A committee recommendation to vote on the RFP would be at the next board meeting.

NABR - Several Committee Chairs met with Dr. Derr to discuss some of the research and ask questions about the process that went into the findings of the study on cattle DNA introgression within the bison genome. Important to be prepared to not allow this to be misconstrued for bison producers. Liz asked what the overall plan is for the study? Donnis said the university issues a general press release on the study but it hasn't gone far. Ken suggests we just keep watching and not to make an issue out of something that isn't there. Connor said the committee feels we just need to be prepared to mitigate the possible fallout. Donnis asked for a list of talking points to consider. Connor said nothing much is official but they are looking at crafting some language. The cultural significance could be important to consider if the animals are reclassified. The mitochondrial issue could be a big piece to this discussion. Further discussion was had on the genetic makeup of bison and what else could come moving forward.

Science & Research – Carter was no in attendance. Committee met this week to receive 8 submissions for funding. They are evaluating and will make a selection for 1 study this year.

Commercial Marketers- Dick Gehring is the new Chair of Commercial Marketers. FSIS contacted the NBA to do hearing sessions to talk about becoming amenable vs non-amenable. Most of the commercial marketers spoke not in favor of changing at this time in the first listening session. A dissenting party did not talk at the meeting but

submitted their reasoning via written copy that the board is looking at tonight. FSIS will listen to the NBA and make a report back to Congress. Jim and Dick sent out a list of questions to the committee and board to look over. Dick feels prepared to answer questions on either the letter or in general. ITBC will also be coming into the conversation as well. Jim feels the NBA Board needs to have a position on this going into the remaining listening sessions. Carie asked about how that could affect field slaughter. Dick said it could affect it. FSIS basically said there are questions they cannot answer because they don't have regulations or laws dealing with our specific questions. Donnis asked if it's a congressional act to make this happen or is it regulatory which seems to be regulatory. A challenge will be how to keep this from falling into the beef category. Dick went through the letter sent to the NBA and discussion was had. There is a significant amount of information that needs to be vetted and understood in order to really make a clear decision on this position. Ken asked if the members of the committee are required to be a participant in the herd growth fund or not? Ken asked if Golden Bison is paying into the voluntary checkoff program and if not why not? Suggested maybe we should reach out to Golden Bison to talk about that specifically. Jim also said that he is getting an uptick on questions based on Interstate shipment if it were to go amenable. Mimi asked about asking the membership about this issue. Time might be an issue as this is going to move fast. Liz said she has had members in her region reach out opposed to this change. Carie has also had members reach out in opposition to it. Ken has had 2 members reach out that are for the amenable label as of right now. Moritz also has seen a couple members in favor but after talking about specifics they seemed to change their mind. Ken suggested that maybe a simple pros and cons list for members to educate what this whole discussion actually means. Liz suggested a Youtube video explaining the issue would be beneficial for NBA members. Dick will work with Jim to write up a resolution to send out to the NBA Board for comment and approval.

Conservation – Committee had a call to discuss the concern with CFP or feedlots. There should be an addendum/module to the conservation plan to explain the criteria for some confined feeding scenarios. Bob is even asking his producers about the plan

because buyers are asking about it more. DNA issue is something to still look at. There are some specific pieces to the science that the committee feels producers should really push forward when it comes to the conversation about cattle introgression.

State-Regional – Working on getting State and Regionals to nominate 1 rep to have the first meeting in June virtually.

Winter Conference – New hotel location will be selected for 2023. The conference would start Wednesday evening and Thursday and Friday for the Conference. Beverly is working on a theme and committee meetings will begin soon. The Westin will be the recommended Hotel and has some nice options for the Conference. The hotel will only be approximately 6 min further away than our previous location to the stock yards. Motion to approve the new hotel by Mimi Hillenbrand, 2nd Carie Starr. Motion Passed

Strategic Planning Action Outline- Jim presented the strategic objectives that were developed from the staff based on our strategic planning session in Denver. There are 6 guiding goals that will help in writing the job description for our new hire and chart a fresh new course for the association. This needs to be a living document understanding that it is ambitious but Jim wants it to be a collaborative effort to be achieved.

Regional Reports

Regional Directors to share pertinent items occurring in their region. International Director Robert Johnson reported that weather has really changed from last year in the east being really wet. The West is still really dry. Feed cost and calf prices are concerning. Economics are going to play a big factor in liquidations come next year. IBC is looking light for US attendees. Region 1 Mary Adams nothing much to report. 9 new

members in her region. Region 3 Moritz reported not a lot happening. Tours in ND and SD coming this year. Tomorrow is the grand opening of the new building at Custer State Park. Region 5 Jeremy reported operating costs are driving everything high. Concern with calf prices the way it looks going into the fall. Region 7 Carie reported on a cold wet spring. Calving took off early this year. EBA doesn't have much to report. Winter Conference planning is underway. Region 8 Liz reported that everything is pretty similar to others. Amenable species topic is not favorable to producers in her region.

ITBC Update – Mike Faith not present.

Legislative and Regulatory Update- Dave Carter attended the ATAC? meeting and will plan to sit on the committee until his term is over. EU tariff situation doesn't look to be moving much. Plan to look into the High Quality Beef Exporting to the EU and why bison can't be included. AMS is indicating that they are looking to open up the Section 32 program in the 1st quarter of 2023 for 24-27 full loads of bison. The FDIPR program will also continue to move forward and has started fulfilling loads. Moritz talked to Troy from ITBC about specifically asking for bison because it is not listed.

Foundations Update- NBA board liaison to the foundation. Dick brought up he is not a board member anymore and should this be revisited? The topic will be discussed later on. Right now the two foundations merger is looking to be on hold. The Director of Development position has been defunded and Eloise no longer is on staff. Razors Edge software is still on tap for a financial commitment for \$10,600.00 in 2022. Jim is working to get the foundation to help offset that cost. There is a possibility to try and use this software but the training is extensive. Jim is also trying to get out of the 2023 piece to the software. Mimi thinks that the foundation is still considering that the Director of Development position will be looked at again.

Communications Report - Jim had Karen sign a contract for the bison world advertising and the publication work. Timeline is back on track. Bison world was obligated to do some advertising for the IBC. There is a backlog of materials needed that should come together in the fall which will be about 6-8 pages that are sponsorship obligations for IBC. Ilana Xinos did the final proofing on the latest issue of the bison world. We should consider looking at a stipend for her to continue into the future. Karen and Jim are also working on a social media calendar to stay relevant on when posts and information are coming out. Jim will also reach out to Terry about the IBC advertising.

Executive Director Report- See attachment for the report. Jim commented on his appreciation for having the opportunity to be the Executive Director and the outpouring of support has been wonderful.

Other Business

Jim brought up the licensing on Partners in Restoration. Jim also had a good meeting with Herddog pushing back on the subscription fee and they will not charge in 2023 in return for Jim helping with their webinar series.

Adjourn- Motion by Carie Starr, 2nd by Moritz Espy. Meeting adjourned at 7:22pm

Respectfully Submitted,

Kevin Leier,
Secretary