



# NEBRASKA BRAND COMMITTEE

Post Office Box I • 411 Niobrara Ave.  
Alliance, NE USA 69301-0775



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## AGENDA – NEBRASKA BRAND COMMITTEE MEETING

**Tuesday December 10, 2019**

**09:00 a.m. CST**

**Nebraska Beef Council Office**

**1319 Central Ave.**

**Kearney, NE 68847**

*All agenda items are for discussion and action will be taken as deemed appropriate. A current agenda shall be readily available for public inspection at the Nebraska Brand Committee office during normal business hours.*

*The Committee reserves the right to go into closed session in accordance with Neb.Rev.Stat. §84-1410.*

### **Call to Order 9:04 am**

1. Pursuant to Neb.Rev.Stat. §84-1412(8) a current copy of the Nebraska Open Meetings Act is posted in the Alliance Office meeting room at a location accessible to members of the public.

2. Roll Call

John Widdowson-Y Terry Cone-Y Jay Martindale-Y Adam Sawyer-Y Chris Gentry-Y

#### **A. Adoption of Agenda**

Adam moved to adopt the agenda and Chris seconded

John requested the committee have some flexibility if needed throughout the meeting.

Adam Sawyer- Y Chris Gentry- Y Jay Martindale- Y Terry-Cone Y John-Widdowson- Y

#### **B. Current Business**

1. Introduction of Attendees.

Mark Fahleson-Legal Council  
Danna Schwenk- NBC IT Coordinator  
Monty Sever- Area 4 Supervisor  
Adam Sawyer-Committee Member  
Dave Horton- Interim Director  
John Widdowson-NBC Committee Chairman  
Jay Martindale- Committee Member  
Terry Cone- NBC Committee Vice Chair  
Chris Gentry- Committee Member  
Brenda Masek- Nebraska Cattlemen  
Melody Benjamin- Nebraska Cattlemen



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Kortnie Shafer- Area 3 Supervisor  
Doug Strait- Nebraska Beef Council  
Cheyanne Volz- Business Operations Manager  
Becki Vineyard- Alliance Office Manager/HR  
Dean Anderson- Registered Feedlot Inspector  
Tom Hughson- Area 2 Investigator  
Cody Waite- Area 2 Supervisor

### 3. Election of Chairman and Vice Chairman.

Adam nominated John Widdowson for Chairman, Chris seconded  
There were no further nominations or objections, John Widdowson is the new Chairman

John nominated Adam Sawyer for Vice Chairman, Terry seconded.  
There were no further nominations or objections, Adam Sawyer is the new Vice Chairman

### 3. Approval of September 17, 2019 NBC Meeting and November 13, 2019 Workshop minutes.

Jay moved to accept the minutes of the September 17, 2019 meeting, Terry seconded.  
No discussion, votes were:

Jay Martindale-Y Terry Cone-Y John Widdowson-Y Adam Sawyer -Abstain Chris Gentry-  
Abstain

Adam moved to accept the minutes from the November 13, 2019 Workshop, Chris seconded  
No discussion, votes were:

Adam Sawyer -Y Chris Gentry- Y Terry Cone-Y Jay Martindale-Y John Widdowson-Y

### 4. Consideration and acceptance of financial statements.

Dave reviewed the financial statements as they relate to budget and time of FY passed.

#### A. Comp-Time Report.

Becki reviewed the comp time report and differences the committee may see moving forward.

Adam Sawyer moved to accept the comp time report Jay seconded  
There was no discussion, votes are as follows

Adam Sawyer-Y Jay Martindale-Y Chris Gentry-Y Terry Cone -Y John Widdowson-Y

### 5. Report and Update from Nebraska Beef Council.



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Ann Marie introduced BC staff, and gave a presentation on beef council purpose, goals, events and current marketing strategies.

There was discussion on the "fake meat" trend.

There was discussion regarding having Beef Council info available for producers, via NBC.

Break at 10:45

Back at 11:10

6. Appearance by Snowshoe Cattle Co. Arthur, NE regarding brand recording conflict. (moved to after first Exec Session)

Bernie & Stacie Buzanowski presented their case as to why the brand requested was important to their program.

After discussion and Mista researching all other locations, it was decided by the committee to accept the conflicts as given.

Chris moved to accept the conflict, Adam seconded. No further discussion, votes are as follows:

Chris Gentry-Y Adam Sawyer-Y Jay Martindale -Y Terry Cone-Y John Widdowson-Y

7. Discussion and exploration of incorporating Electronic Identification Devise (EID) into the inspection process and issues relating thereto.

Incorporating the EID program is still a work in progress.

8. Legislative review, discussion and consideration of any changes and subsequent recommendations to present to appropriate member (s) of Nebraska Legislature.

As a result of discussion with legal counsel in closed session, advice has been given to the committee to come back with information at a later date.

9. Review and possible approval of the Nebraska Brand Committee Strategic Plan.

Jay moved that we accept the NBC committee strategic plan as presented along with adding it to the quarterly meetings for additions and edits.

Terry moved to amend the strategic plan to leave off the project list

Chris seconded the amendment.

No discussion on the amendment

Terry Cone-Y Chris Gentry-Y Adam Sawyer-Y Jay Martindale-Y Adam Sawyer-Y



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Discussion on the language in the strategic plan. Votes are as follows:

Jay Martindale-Y Terry Cone-Y John Widdowson-Y Chris Gentry-Y Adam Sawyer-Y

## 10. Personnel updates and Ratification. (Moved to 7)

Dave reported that we are fully staffed.

Jay moved to ratify the personnel updates and Adam seconded

No discussion

Jay Martindale-Y Adam Sawyer-Y John Widdowson-Y Chris Gentry-Y Terry Cone-Y

## 11. Area Investigators Reports.

A. Tom Hughson.-See attached

B. C J Fell.-See attached

C. Brent Deibler. –See Attached

## 12 Area Supervisors Reports.

A. Cody Waite- See attached

B. Kortnie Shafer- See attached

C. Monty Sever- See attached

There was discussion on if employees' view and attitudes have changed since the meeting in Broken Bow as it relates to all being on board with NBC.

## 13 Registered Feedlot Inspector Report.

A. Dean Anderson- See attached

Break for Executive Session at 11:50

12:04 Closed session, for litigation and legal advice

Moved and seconded, all votes, yes

2:37: Open session resumed

Moved and seconded, all votes, yes



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(Open session resumed with agenda item #6)

14. Executive Session, (If Needed) Legislative, Personnel matters and Review of Special Projects.

## 15 Public Comment

Melody Benjamin expressed Nebraska Cattleman's interest in helping find solutions for the committee. Current policy is that Cattleman would like to see the Feedlot requests adopted. Subcommittee then board of directors and then board can pass interim policy. Cattlemen support constituents' right to bring legislation.

Adam moved to go into closed session, Terry seconded.

No discussion

Adam Sawyer-Y Terry Cone-Y Jay Martindale-Y Chris Gentry-Y John Widdowson-Y

Closed session began at 3:26

## 16. Adjournment

Adam moved to come out of closed session, Terry seconded.

No discussion,

Adam Sawyer-Y Terry Cone-Y Jay Martindale-Y Chris Gentry-Y John Widdowson-Y

Open session resumed at 4:43.

Meeting was adjourned at 4:44

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