

**California Department of Food and Agriculture
Marketing Branch**

Minutes Approval Form

Program: California Cattle Council

	Meeting Date
Minutes to meeting held on:	July 16, 2019
Location:	Sacramento

Notable Actions

No actions were taken requiring separate approval.

**Approved
Secretary of Food and Agriculture**



**By: Kathy Diaz-Cretu, Interim Chief
Marketing Branch**

Date: August 8, 2019

**CALIFORNIA CATTLE COUNCIL
BOARD MEETING MINUTES
July 16, 2019**

A meeting of the California Cattle Council (Council) Board was held on Tuesday, July 16, 2019 at the California Department of Food and Agriculture (CDFA) office located at 2750 Gateway Oaks Drive, Room 201 in Sacramento, CA with the following people present:

Members Present: Jesse Larios, Brad Peek (Alt. for Mike S.), Julie Belezouli-Hathaway (Alt. for William B.), David Daley, Jacob Parnell, Julie Morris, Cody Nicholson-Stratton, Jennifer Beretta, Tyler Ribeiro, Sarah Mora.

Alternates Present: Rodger Guess, Sheila Bowen, Beverly Bigger, Sam Avila, Xavier Avila, Lauren Reid-Acevedo, Brad Scott, Brian Coelho.

Members Absent: Mike Smith, William Brandenburg.

Guests Present: Elisa Noble, Ray Prock, Bill Dale, Billy Gatlin, Darby Toth.

CDFA Staff Present: Secretary Karen Ross, Director Jeff Cesca, Joe Monson, Mirek Wilczek, Beth Jensen, Denise Sanchas, Ben Kardokus, Victor Velez, John Suther.

ITEM #1 CALL TO ORDER

Roll Call/Establish Quorum

CDFA staff member Ben Kardokus called the meeting to order at 1:00 p.m. with a quorum present.

ITEM #2 INTRODUCTIONS

Members, alternates, staff, and guests introduced themselves.

ITEM #3 WELCOME – OPENING REMARKS

Director of CDFA Marketing Services, Jeff Cesca welcomed everyone to the meeting and briefly discussed the items on the meeting agenda. CDFA Secretary Ross thanked the Board for their agreement to participate. Ross stressed the importance of serving on the first Board as it sets the direction and priorities of future boards. Ross further elaborated on the effectiveness of an industry pooling resources and coming together to accomplish shared goals. Lastly, Ross talked about the particular challenges in animal agriculture that exist today and how communication and engagement with the public is critical to

creating a favorable environment for the sustainability of the industry in the state.

ITEM #4 REVIEW OF LAWS RELATED TO COUNCIL ADMINISTRATION

Kardokus and CDFA staff member Joe Monson provided reviews of the Cattle Council Law, Bagley-Keene Open Meeting Act, State ethics training, Political Reform Act – Form 700, and the Oath of Office for the members and alternates. Members and alternates were instructed to submit an assuming office Form 700 within 30 days and complete the ethics training course within six months. Members and alternates were reminded that all the content discussed was provided in their binders.

ITEM #5 ELECTION OF OFFICERS

Kardokus explained the process for the election of officers. Kardokus then asked for nominations from the Board. The following motions were put forward:

MOTION:

The Council Board of Directors recommends Dave Daley as Chairperson.

(Larios motioned/Nicholson-Stratton seconded) Vote Unanimous, Dave Daley Abstained **MOTION 19-7-16-1**

MOTION:

The Council Board of Directors recommends Cody Nicholson-Stratton as Vice Chairperson.

(Daley motioned/Beretta seconded) Vote Unanimous, Cody Nicholson-Stratton Abstained **MOTION 19-7-16-2**

ITEM #6 ELECTION OF EXECUTIVE COMMITTEE

Kardokus briefly explained the role of the Executive Committee as it related to the Board. He mentioned that the Chairperson and Vice Chairperson were the first two members of the Executive Committee and three more persons were being sought to complete the five-member Executive Committee. Monson added that the Executive Committee is involved with budget and staffing of the Council. Kardokus explained the process for the electing the Executive Committee. He then asked for nominations from the Board. The following motion was put forward:

MOTION:

The Council Board of Directors recommends Tyler Ribeiro, Jacob Parnell, and Jesse Larios as the remaining three persons for the Executive Committee.

(Morris motioned/Belezzouli-Hathaway seconded) Vote Unanimous, No Abstentions **MOTION 19-7-16-3**

ITEM #7 ADMINISTRATIVE MATTERS

Options for Management of the Council

Chairperson Dave Daley stressed the need for the Council to prove to the industry its value soon. Chairperson Daley asked Monson to summarize the options for the management of the Council. Monson compared and contrasted a directly-hired executive director with a management firm. The

Board discussed various possibilities, including the combination of a management firm and an executive director. Many comments from the Board emphasized keeping administrative costs low. It was decided that the Chairperson and Vice Chairperson begin exploring ideas for hiring an executive director through a management firm and present more information to the Council for consideration at the next meeting.

Public Member Appointment

There was much discussion amongst the Board regarding how to select a public member and alternate to serve on the Board. Many comments stressed the value of a public member with independent views. It was decided that persons interested should forward their letter of interest to the Chairperson to be considered by the Board for recommendation of appointment at a future meeting

Appointment of Other Committees

Monson mentioned to the Board that they have an opportunity to appoint other committees. It was decided that it would be better timing to make those appointments after the bylaws are approved by the Board.

Next Steps

Monson pointed out the list of next steps attached to the agenda. He said that it is to serve as an ongoing checklist for the Board to review at each meeting until the items are accomplished.

ITEM #8 ASSESSMENT COLLECTION PROCEDURES – LIVESTOCK ID

Kardokus telephoned John Suther of the CDFA Livestock Identification Branch to allow him to provide an update to the Board. Suther stated that he received an update from CDFA Information Technology (IT) personnel that day about creating a line item for Cattle Council to collect assessments. Victor Velez of the CDFA Animal Health and Food Safety Services Division addressed the Board and explained the necessity of IT receiving a determination from the Board prior to beginning a project. He mentioned that there were various features for the app that are possible. He also mentioned that IT may be able to work with outside vendors to meet a faster deadline. It was determined that more discussion with IT was needed with the Board and Livestock ID to list available options with the costs. Suther mentioned that a short-term work-around was available and could be implemented around September 1, 2019. The work-around was to double the Beef Council assessment line item and then distribute the appropriate assessment amounts between the two organizations.

ITEM #9 ASSESSMENT REFUND PROCEDURES

CDFA staff discussed with the assessment refund provisions provided in the Council law with the Board and stressed the importance of having written assessment refund procedures approved and in place prior to initiating assessment collections by the Council. The Board mentioned that the refund process should be simple for producers to complete and be accessible online.

ITEM #10 UPDATE OF DEPOSIT ACCOUNT WITH CDFA

Monson reviewed the status of the deposit received from the proponents of the California Cattle

Council. The deposit covered CDFA's costs during the legislative process and the referendum. He noted that there is a balance of \$8,258. The balance will continue to be drawn by CDFA for its direct work for the Council.

ITEM #11 ISSUES FOR NEXT MEETING'S AGENDA

It was mentioned that future spending may need to be allocated to other entities and those allocations will need proper oversight. The staffing requirements for those allocations should be discussed.

Chairperson Daley asked each member and alternate to share what they believe are the most important issues facing the cattle industry and ideas for how the Council can work to address such issues. Several thoughts were mentioned that generally concerned prioritizing the reputation of the industry and managing issues in a timely and effective manner.

A question was raised regarding whether the Council should be collecting assessments on sales of out of state cattle sold in California. The Board requested CDFA to seek legal guidance on this question and present more information at the next meeting.

ITEM #12 SCHEDULE NEXT MEETING

A specific date was not determined for the next meeting. Chairperson Daley said he would work with members, alternates, and CDFA to schedule the time of the next meeting.

ITEM #13 PUBLIC COMMENT ON ITEMS NOT INCLUDED ON THE AGENDA

There were no public comments on items not included on the agenda.

ITEM #14 ADJOURNMENT

Chairperson Daley adjourned the meeting at approximately 4:30pm.

Respectfully Submitted,

Ben Kardokus, CDFA