

ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
THURSDAY MARCH 18, 2021, 1:00 p.m.

Present: Melanie Wowk – *Chair, NE*
Jason Hale – *Vice Chair, SE*
Brodie Haugan – *Finance Chair*
Rod Carlyon – *CT*
Mike Nadeau – *NW*
Fred Lozeman – *SW*
Darren Bevans – *@ Large*
Colin Campbell – *@ Large*
Sheila Hillmer – *@ Large*
Kent Holowath – *@ Large*
Lee Irvine – *@ Large*
Kelly Smith-Fraser – *Past Chair*

Staff: Brad Dubeau – *General Manager*
Rosanne Allen – *Office Administrator*

Guest: Lyle Adams – *ACFA*

Absent: Chris Israelson – *@ Large*

The Chair called the meeting to order at 1:00 p.m.

1. Adoption of Agenda

(a) Additions and Adoption of Agenda:

Additions: 4(a) moved to 6(b); 7(h) Species at Risk;

Motion by Hillmer/Haugan:

“That the agenda be approved with adjustments.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the February 26, 2021 Board of Directors meeting:

Motion by Campbell/Bevans:

“That the minutes of the February 26, 2021 Board of Directors meeting be approved as amended.”

Carried

(b) Minutes of the March 4, 2021 Board of Directors meeting:

Motion by Holowath/Lozeman:

“That the minutes of the March 4, 2021 Board of Directors meeting be approved as presented.”

Carried

3. Financial Report

(a) Financial Report ending February 28, 2021:

There are no changes from the last meeting. We are below budget due to Covid-19 restrictions that stopped the board from meeting face to face. There are still some bills coming in from the AGM and waiting for some bills from ABP representatives who will be attending the CCA AGM.

Motion by Haugan/Carlyon:

“That the financial report be accepted for information purposes only.”

Carried

4. Staff Report, Policy and Governance

(a) Upcoming government priorities 2021:

Moved to 6(a)

(b) Board Governance:

This is an issue that has been neglected for a while and we need to get back on track with Board governance. ABP received an email from Alberta Eggs with an opportunity for ABP to share board governance with other ag organizations. The cost to ABP will be less than \$1562 per person and \$520 per Executive and will cover 3 afternoons in May for the entire board and then an afternoon just for the Executive. Dubeau stressed that everyone on the board would need to attend in order to make it work.

The directors decided to have Dubeau speak with Janice Tranberg at ACFA about working together to find someone to speak to them about governance.

(c) Director and Delegate per diems and Executive Honorariums:

Israelson submitted a motion for the board to consider about reducing or deleting per diems. After much discussion among the directors the motion was defeated. The directors wanted more information before they made a decision and Dubeau was asked to look into it.

Dubeau was asked to find out what other boards and commissions are paying as well as other province organizations, if anything. The last review against other commissions in Alberta was 2010. Directors agreed this is a timely idea but suggested that the decision be deferred until after the budget has been discussed. There are a number of pros and cons to issues. Haugan suggested putting together a working group to discuss the idea and bring back suggestions to the next board meeting.

DIRECTION: bring the issue of per diems back to the April board meeting

DIRECTION: to strike a working group with Haugan and delegates to discuss per diems

(d) Appointment of Standing Committees:

Before Terms of Reference can be created for the two new committees we need to populate our Governance and Audit Committees. Howard Bekkering and Joanne Solverson are both willing to continue to participate in the Governance Committee, as is Fred Lozeman. Bekkering is the current chair and has agreed to continue on the committee as the Chair.

Motion by Hillmer/Lozeman:

“Be it resolved that pursuant to section 107 of the By-Laws Howard Bekkering, Joanne Solverson and Fred Lozeman are appointed as members of the Governance Committee.”

Carried

Motion by Campbell/Haugan:

“Be it resolved that pursuant to section 110 of the By-laws, Howard Bekkering is elected as the Chair of the Governance Committee.”

Carried

Motion by Lozeman/Hale:

“Be it resolved that the Governance Committee is hereby tasked with developing terms of reference for the Tier Advisory Team (TAT) and Issues Management Committee (IMC) which shall include provisions for the appointment and removal of chairs and members, the method the time of calling meetings, the number constituting quorum, voting rights, governance and operation as well as duties and functions of the volunteer and staff members of the TAT and IMC. In doing so, the Governance Committee is authorized to retain legal counsel to assist in the development of the terms of reference. The Governance Committee is to provide their recommendations to the Board at the next scheduled Board meeting.”

Carried

Motion by Campbell/Irvine

“Be it resolved that pursuant to section 107 of the By-laws Kent Holowath, George L’Heureux and Martin Clausen are appointed as members of the Audit Committee.”

Carried

Motion by Lozeman/Haugan::

“Be it resolved that pursuant to section 110 of the By-laws, George L’Heureux is elected as the Chair of the Audit Committee.”

(e) Code of Conduct and Conflict of Interest:

In the package was a copy of the Code of Conduct and Conflict of Interest document that was created for the directors to sign. Typically the directors are given the document at the first board meeting after the AGM and asked to sign the last page and give it to Allen. Because of Covid-19 the board is unable to meet in person so each director was asked to print the last page, sign it, scan it and email it back to Allen.

(f) Operations report:

The operations report was included in the package.

5. Council and Committee Reports

(a) Research Committee:

There will be a committee meeting on March 30th to do some strategic planning for allocating research funds and to develop the priorities for the funds.

(b) ACFA Update:

Held their AGM last Wednesday all five directors were reelected and everybody's position stayed the same.

(c) ABP/ACFA update:

We will need to repopulate the working group at the next meeting. The working group has not met in a while and once the positions have been filled there needs to be some discussion about continuing the joint group. There are 3 from each board and in the past it was Haugan, Israelson and Brad Osadczuk. Haugan, Hillmer and Nadeau are interested in participating.

6. Decision Items

(a) Board meeting dates beyond April and Semi-AGM:

At the last Executive meeting there was discussion on future board meetings. The next scheduled board meeting is April 21st and Allen is looking into securing a venue for a face to face meeting. We need to determine board meetings going forward and for the Semi in September, the directors were asked if the 3rd Wednesday of the month worked for them.

DIRECTION: Allen to send out calendar notices for board meetings the 3rd Wednesday of every month.

Motion by Holowath/Hale:

“That beginning in 2021 the ABP Semi-Annual General meeting be held the second week in September.”

Carried

(b) Strategic Objectives:

Wowk has asked the directors to go out to their zones to discuss the strategic objectives which include the list of priorities that Mark Lyseng brought forward. Meghan McLean will organize zone meetings for the first week of April. This will give the delegates the opportunity to give more input into the priorities

for ABP. Some producers feel we are not moving in the direction they want us to. This is a move towards addressing that issue. We need to show producers that they are being listened to and their suggestions are being addressed. From the information provided by the delegates the board can then decide which are the objectives that need to be worked on right now.

Craig Lehr submitted a letter to the board with suggestions for ABP moving forward. The more we allocate to delegates the more producers will become involved in the organization. This will also help to keep the delegates informed on what is being done by the board. Some also hope that this will bring in new producers in the fall who are interested in sitting as a delegate.

DIRECTION: Dubeau will begin doing research on hiring a consultant.

(c) Platform and magazine:

ABP is working on the May issue and Dubeau stated that it will be full of interesting content. Looking to identify some long term contracts with brands such as UFA.

Interviews for the Marketing and Communications Manager were held yesterday and there were four very strong candidates and a second round of interviews will be held if they feel they need it.

Dubeau is looking at filling the Contents Specialist in the near future. Staff are working hard to keep information flowing on the ABP Daily. The app will be launched at the end of March with the Executive and staff and then will be moved out to board and delegates.

The mailing list for the magazine is the same as the one used for the Grass Routes. The magazine and election mailing lists are different but ABP staff are working on updating both lists, this will take time to accomplish.

Lozeman provided a statement in support for Dubeau and the work that he and the staff are doing with the new direction of the organization. Dubeau is looking at a revenue neutral position for the magazine in 2-years. There are still many producers who prefer to get their information in a printed format, though the magazine could be phased out over time.

Success will be measured in feedback, there will also be survey's looking at consumer use of the different platforms. The magazine will push the app and will allow us to grow the platform. We use a dashboard to measure the success of the platform. The magazine will speak to how ABP has shifted dollars from other communication platforms to the new platform. There will be a section in each issue that will allow producers to update their address and information. We will be creating an Advisory Board once the magazine has been further developed. The magazine will have a QR code so anyone interested can get the app on their phone. The fundamental focus of the magazine is to show where ABP is working for producers. But, in order to make a well rounded magazine it needs to be led by ABP while being inclusive to everyone else.

Motion by Flozeman/Hale:

“Be it resolved that the ABP Board of Directors is fully supportive of the new tools developed by GM Brad Dubeau and his staff to engage and inform producers and stakeholders. The Board has redirected the communication portion of the budget to support the new digital hub and supporting tools with the expectation that it will improve two-way communication with producers and be an effective resource for many other stakeholders.”

Motion by Lozeman/Hollowath:

“That the second sentence be deleted from the motion.”

Carried

“Be it resolved that the ABP Board of Directors is fully supportive of the new tools developed by GM Brad Dubeau and his staff to engage and inform producers and stakeholders.”

Carried

(d) Priorities for CCA members:

A list of priorities was found in the package and the directors were asked about other issues that should be added. Debeau was scheduled to speak with the ABP representatives to CCA later in the day.

CETA and the unequal trade between the UK and Canada were added to the document.

(e) Species at Risk:

Motion by Campbell/Irvine:

“That the ABP Board of Directors approve Rod Carlyon as the interim ABP representative on the Species At Risk Partnerships on Agricultural Lands board.”

Carried

7. Discussion Items

(a) Fiscal 2021/2022 budget discussion:

A draft of the budget was added to the board package for the directors to discuss. Dubeau briefed the directors on the reductions that have been made to the budget but stressed that this was a working budget only.

As we see the fiscal year close out for ABP there will be some unspent funds as well as some interest from investments that can be used for the next fiscal year, but we may still have to reach into the Operating Reserve for up to \$200,000. Next year, unspent funds may not be a viable option and interest rates are falling so income from interest may not be at the same level as this year.

Dubeau asked for guidance from the directors on the directions that ABP is taking with the budget. Wowk asked each director for their input into the proposed payments to CCA. The

directors agreed that, though they support CCA, ABP also needs to remain a viable organization and that means reducing payments to CCA. ABP is willing to work with CCA but they need to be aware that ABP will need to cut CCA funding.

Dubeau will be speaking to Dennis Laycraft and Dave Moss from CCA about the upcoming budget and the fact that we will not be able to pay the full assessment.

(b) Results Driven Agricultural Research (RDAR):

RDAR had its first AGM on May 9th and the first elected board was set. Lozeman was elected to the board, David Chalack was elected as Chair and Melissa Downing as Vice Chair. Next year the plan is to spend \$37 million on research and the Minister has given RDAR \$4 million for 2-years for administration costs. Dubeau is the member representative on RDAR.

(c) Simpson Centre:

Information was found in the package. Dubeau has a meeting coming on March 22nd and will provide move information at the next board meeting.

(d) Date for ABP Town Hall Meeting:

We are going to have a Town Hall Meeting prior to the May issue of the magazine. Probably in the 3rd week of April.

(e) TAG update:

Rich Smith provided a TAG update that was included in the package.

(f) 4H Show & Sales:

There are a number of 4H groups that are looking into having live sales and ABP has been asked to send a message of support so long as the Covid-19 rules are followed. Someone from the staff will contact 4H Canada and Alberta 4H to see if they have a message that will help us. Alberta 4H is currently following AHS guidelines.

(g) Canadian Forage and Grassland Association (CFGGA):

ABP has been involved with CFGGA in the past and yesterday they announced a 2 year conservation plan to help interested producers to deal with carbon credits. But the root of the plan is basically a conservation easement and ABP is listed as a partner. Bevans asked what ABP's position is on it and do we need to make a change of direction.

ABP is one of the signers on the project but not one of the funders and Dubeau sits on the group. Dubeau will look deeper into the issue. ABP signed on as a communicator for the project. ABP needs to be clear that ABP is neutral on this issue and be vocal at the table about the success of the project.

DIRECTION: Dubeau will look deeper into the CFGGA program and bring it back to the next board meeting.

8. In Camera

9. Reading Material

- (a) BOD Resolutions and Action Items:
- (b) Beef Supply at a Glance:
- (c) Letter to Bibeau:

10. Upcoming Events

- (a) Board of Directors meeting – April 21, 2021, Location TBD

11. Adjournment

The meeting was adjourned on a motion by Hillmer at 5:00 p.m.