

ALBERTA BEEF PRODUCERS
MINUTES FOR THE BOARD OF DIRECTORS ZOOM MEETING
TUESDAY JANUARY 12, 2021, 10:00 a.m.

Present: Kelly Smith-Fraser - *Chair*
Melanie Wowk - *Vice Chair*
Brad Osadczuk - *Finance Chair/Zone 1*
Darren Bevans - *Zone 2*
Jim Bowhay - *Zone 3*
Cathy Sharp - *Zone 5*
Assar Grinde - *Zone 6*
Colin Campbell - *Zone 7*
Emil Dmytriw - *Zone 8*
Mike Nadeau - *Zone 9*
Brodie Haugan - *Director at Large*
Kolton Kasur - *Director at Large*
Fred Lozeman - *Director at Large*
Jason Hale - *CCC*
Chris Israelson - *CFC*

Staff: Brad Dubeau - *General Manager*
Rosanne Allen - *Office Administrator*
Megan McLeod - *ABP Fieldperson*
Kevin Virove - *Content Specialist*

Guest: Lyle Adams - *ACFA*

Absent: Shawn Freimark - *Zone 4*

The Chair called the meeting to order at 10:00 a.m.

1. Adoption of Agenda

(a) Additions and Adoption of Agenda:

Additions: 7(j) Carbon Tax; 7(d) Election results added to item;

Motion by Haugan/Campbell:

“That the agenda be approved with additions.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the December 17, 2020 Board meeting:

Motion by Dmytriw/Haugan:

“That the minutes of the December 17, 2020 Board of Directors meeting be approved with the amendment.”

Carried

3. Financial Report

(a) Financial Statement ending December 31, 2020:

As of December 31, 2020, we have net assets of approximately \$12 million. Our investments are up just over \$350,000. Because we have not paid out the full CCA assessment we are \$74,869.82 in arrears. Due to Covid-19 restrictions we have

only spent about 66% of our fiscal budget. Osadczuk gave the directors a detailed break down of the budget. Dubeau explained the unexpected expense outlay for IT. Marketings are down from this time last year. Directors asked if the breakdown that Laura Procnunier provided for Osadczuk be added to the package.

DIRECTION: to add budget highlights provided by the Controller to Finance Chair.

Motion by Osadczuk/Bowhay:

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

Carried

4. Staff Report, Policy and Governance

(a) ABP Fieldperson introduction – Megan McLeod:

Megan McLeod joined the ABP staff as its new Fieldperson. McLeod will be selling ads and working with Virove on creating the new magazine. McLeod will also be working with the Zones, going to sales, and representing ABP at trade shows.

(b) ABP Editorial Content Specialist – Kevin Virove:

Kevin Virove introduced himself to the Directors. He joined the ABP staff as the Editorial Content Specialist. He will be creating the content for the new ABP Platform as well as developing the magazine.

(c) Staff update:

Yesterday, after some extensive consideration, Dubeau had to let Lisa Bastarache go. Dubeau will be looking at the position and, if the budget allows, will be hiring Richardson to look for a new Marketing and Communications Manager.

The Directors discussed the future of ABP, the current location of the offices and the need for some social interaction between staff, directors, and delegates. The Directors agreed that Dubeau should move forward with discussions on a new office lease along with possible renovations to the current office space. Dubeau will also speak with ACFA about the possibility of sharing office space.

5. Council and Committee Reports

(a) Research Committee:

The committee met on January 11th to look over the full research proposals and make funding decisions. A report on the decisions was added to the package for the Directors. Lozeman spoke to the members on the decisions the group made; the future of the committee; and the committee’s representation on BCRC. The Committee suggested that 2 people from the Research Committee be elected to BCRC and three people be

elected from the delegate body. There are 2 positions opening this year that will be voted on at the AGM in March

The committee made a motion that any of the budget remaining at the end of the fiscal year be allocated to the projects.

DIRECTION: to make a motion for BCRC appointments going forward at the next Board meeting.

(b) ACFA update:

ACFA has been pushing LIS to come on board with the new e-manifest. They do have a rough copy and they will need to get it out to the truckers. The next ACFA board meeting will be on January 24th.

(c) ABP/ACFA update:

Dubeau, Mark Lyseng, and ACFA reps Janice Tranberg, Casey Vander Ploeg and Brian Walton, discussed the priorities that were developed last year. All of the points from the Alberta Beef Industry Government Advocacy Priorities remained but there may be some reordering. ACFA has contracted Walton to work with Lyseng on priorities. A working group is being created with Lyseng heading it, and some of the directors, on BRM's. The BRM meeting is January 19th at 2:00 p.m. and it was suggested that the Executive attend.

In the package is a letter from Minister Dreeshan on the set-aside. The funds have already been allocated to the cattle industry, and whatever money is unspent will go back to general revenues.

(d) WLPIP update:

Wowk gave a brief update on WLPIP. The next meeting is on January 25th and they have received some suggestions for changes.

6. Decision Items

(a) ILWG representative:

Dubeau spoke with Howard Bekkering and he has agreed to do it on an interim basis, and we will revisit the appointment after the new board has been created at the AGM.

Motion by Israelson/Lozeman:

“That the ABP Board of Directors approved the appointment of Howard Bekkering as the ABP interim representative on the Intensive Livestock Working Group.”

Carried

(b) RDAR Update & Nomination to BOD:

Smith-Fraser has been representing ABP on the RDAR board and is happy to continue unless someone else would like to sit on the board. There are 33 members, and each can send a nominee if they wish to. There are 7 positions open and there will be an election at the RDAR AGM. A member can sit up to 6 years. Lozeman was asked to consider the nomination as he

also sits as the ABP Research Chair. Campbell suggested Rod Carlyon who also sits on the ABP Research Committee.

Motion by Israelson/Campbell:

“That the ABP Board of Directors approve the nomination of Fred Lozeman to the Results Driven Agriculture Research Board.”

Carried

(c) Operational Grazing Stakeholders Committee:

In the package were the priorities for raising the committee. AGLA and Western Stock Growers have looked at the priorities. Dubeau asked the directors to look and let him know if anything is missing. Bevans currently represents ABP of the committee but can no longer do it.

DIRECTION: for our representatives to move forward with the priorities.

(d) Tier Advisory Team (TAT):

One of the things with the structural changes is that we lost the ability for the councils to put forward names for committees and working groups. Dubeau is suggesting a Tier Advisory Team with a total of 6 or 7 individuals who would look for delegates/producers to populate Tier appointments when it is needed. They would reach out to delegates to fill the positions and the board would only have to approve the appointments.

Motion by Bowhay/Dmytriw:

“That the ABP Board of Directors approve the formation of the Tier Advisory Team.”

Carried

7. Discussion Items

(a) New Delegate Orientation (NDO):

We need to have a NDO but we also need to fill positions in the empty zones. It would be nice to have the orientation before the AGM. Smith-Fraser asked the zones that need to fill positions if they have any suggestions to fill the empty spots. There will be a quick conference call before the next board meeting to confirm any new delegates.

DIRECTION: for McLeod and Dubeau to create a NW and CT Zone meeting for the purposes of getting more delegates.

DIRECTION: Dubeau to determine when will be the best time for the conference call and New Delegate Orientation

(b) Marketing Council letter:

There was a letter from Marketing Council in the package thanking ABP for meeting with them to discuss the virtual meetings.

(c) Grazing lease update:

In the package is a letter from Bev Yee on moving forward and dealing with the backlog on grazing lease permits.

(d) Break down of online meeting numbers and election results:

Further breakdown of the online meetings was added to the package. The breakdown also showed the numbers from 2019.

The election results were released on January 8th and the successful candidates were notified by the office.

We received a total of 262 cast; 48.9% of the ballots cast were received electronically with the remaining 51.1% mailed in. ABP is working on their own online election system.

DIRECTION: Staff will develop a letter to be sent by the Executive expressing appreciation to unsuccessful candidates.

(e) Platform and magazine update:

Things are progressing very well. There is still some work that needs to be done on the magazine. The app will be available soon. The Platform will be released at the same time as the magazine. There are 72 pages in the magazine. The magazine is content driven. We do have someone who can build ads if they do not have someone already. We will give producers the opportunity to have a wider exposure to other areas of the industry.

(f) AGM:

We need to decide if we are going online or doing face to face and we need to decide on the date for the AGM. Dubeau suggested March 4th as this also aligns with ABIC and due to Covid-19 and current restrictions that the meeting be held online.

Motion by Campbell/Osadchuck:

“That the ABP Annual General Meeting be held on March 4, 2021.”

Carried

The sooner a decision is made the better for the staff. Even if a face to face is allowed for a group our size the social distancing will still be a problem.

Motion by Haugan/Osadcuk:

“That ABP Annual General Meeting be held online due to continuing Covid-19 restrictions.”

Carried

Dubeau recommended that the AGM be a business meeting only. We need to elect a new Board, members to CCA and to BCRC and to bring the delegates up to date on the new Platform.

DIRECTION: contact Adrienne to develop a policy for elections online for 1- and 2-year appointments.

Bring the zones together and determine who will be the Zone Coordinator. What is the venue for determining the 1- and 2-

year terms for delegates? This needs to be decided before the AGM and Dubeau will work with McLeod to set up zone meetings to determine this.

(g) Appoint representatives for ABFGC, CAP, AGPAC:

Typically, in January we appoint board appointments, but we can wait until after the March AGM to make these appointments.

(h) Zone Reports:

Nothing to report at this time.

(i) Carbon tax:

It has come up several times what we are doing about the Carbon Tax increase. Smith-Fraser has reached out to CCA and have identified the cost to producers. There will be a fly-in shortly to Ottawa to bring forward the concerns of producers and the effect it will have on our industry. We do need to continue to lobby against the tax.

8. In Camera

9. Reading Materials

- (a) Board of Directors Resolutions & Action Items:
- (b) Beef Supply at a Glance:

10. Next Meeting and Upcoming Events

- (a) Board of Directors Meeting – February 26, 2021 – 8:30 a.m. – Online meeting

11. Adjournment

The meeting was adjourned on a motion by Bowhay at 2:00 p.m.