

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING**

**September 23rd, 2022, 12:30 pm
Alberta Beef Producers - Virtual**

Present: Melanie Wowk - *Chair, NE*
Brodie Haugan - *Finance Chair*
Jason Hale - *Vice Chair, SE*
Jay Hager - *@ Large*
George L'Heureux - *@ Large*
Fred Lozeman - *@ SW*
Kent Holowath - *@ Large*
Nanita Blomquist - *@ large*
Lee Irvine - *@ Large*
Gary These - *@ NW*
Rod Carlyon - *@ CT*
Sheila Hillmer - *@ Large*

2 (a) ABP Plebiscite for March of 2025

Wowk stated that the Executive sees merit in the process to move forward with a plebiscite regarding a return to a non-refundable check off.

A concern was raised, regarding the definitiveness of the date and time for a plebiscite included in the motion, that having a definitive date and timeline could undermine the consultation process by suggesting to producers that the outcome of that process had already been decided and was a foregone conclusion.

Regrets: Lee Irvine
George L'Heureux

Discussions amongst the Board followed with input from Waller and Dubeau regarding how to address this concern, and an amendment was put forward.

Staff: Brad Dubeau - *General Manager*
Donald Poitras - *Controller*
Lindsay Roberts - *Marketing & Comm.*
Debra Murphy - *Stakeholder, Comm, Virtual*
Karin Schmid - *Beef Production and Extension*
Mark Lyseng - *Government & Policy*
Andrew MacGregor - *Legal Council*
Adrienne Waller - *Legal Council*
Kathy Jardine - *Executive / Accounting Assistant*

- **That the Alberta Beef Producers Board of Directors provides direction to the General Manager of ABP to work with Marketing Council to confirm a plebiscite for March of 2025 on a non-refundable service charge and Plan Amendments with a framework to be developed in the fall of 2022.**

Motion by Haugan / Hillmer:

Defeated

Guests:

- **Effective immediately ABP will undertake the planning and consultation with Beef Industry Stakeholders and specifically with Alberta Service Charge payers to prepare for an ABP service charge plebiscite.**

Absent:

The Chair called the meeting to order at 12:38 pm.

Motion by Lozeman / Blomquist:

1. Decision Items

(a) ABP Plebiscite for March of 2025

Carried

4. Reading Material

The reading material included in the Board package was reviewed as part of the Board meeting.

5. Next Board meeting & Upcoming Events

October 5th, 2022 – Virtual

November 29th, 2022 – ABP Boardroom

6. Adjournment

The meeting was adjourned on a motion from Holowath at 1:33 pm.