

**ALBERTA BEEF PRODUCERS  
MINUTES OF THE BOARD OF DIRECTORS ZOOM CALL  
WEDNESDAY SEPTEMBER 9, 2020, 12:00 p.m.**

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**Present:** Kelly Smith-Fraser - *Chair*  
Melanie Wowk - *Vice Chair*  
Brad Osadczuk - *Finance Chair/Zone 1*  
Darren Bevans - *Zone 2*  
Jim Bowhay - *Zone 3*  
Shawn Freimark - *Zone 4*  
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*  
Charlie Christie - *Past Chair*

**Staff:** Brad Dubeau - *General Manager*

The Chair called the conference call to order at 12:00 p.m.

**1. ABP Hub discussions**

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The directors discussed the new direction that ABP would be taking and the concerns that some of the directors had about it. There is concern about using the provincial service charge to support a business plan that will use targeted advertising. The new ABP Hub will be launched in January 2021 and it was suggested that the advertising policy be revisited after 6 months.

Motion by Lozeman/Bevans:

**“That the ABP Board of Directors move that ABP engage WS and direct appropriate resources to establish a web-based communication hub (supplemented by a printed publication). The intent of this communication hub is to inform beef producers of current and relevant ABP activities, and current and relevant initiatives supported by the provincial service charge and national levy. Any advertising opportunities for the communications hub will be carefully vetted, and the advertising policy of this communications hub will be revisited within 6 months of the launch.”**

Carried

The conference call was adjourned on a motion by Lozeman at 12:20 p.m.