

# THE CALIFORNIA CATTLE COUNCIL

## California Cattle Council Board Meeting Minutes

April 2, 2020  
7:00am  
Conference Call

*\*Motions in bold print & votes underlined*

Chair Dave Daley called the meeting to order promptly at 7:00am.

Executive Director Justin Oldfield conducted a roll call of members and alternates to establish a quorum. A quorum was present with the following members and alternates recorded in attendance:

### Members Present:

- Jesse Larios
- Mike Smith
- Bill Brandenburg
- Dave Daley
- Jake Parnell
- Julie Morris
- Jennifer Beretta
- Tyler Ribeiro

### Alternates Present

- Rodger Guess
- Brad Peek
- Julie Hathaway
- Sheila Bowen
- Beverly Bigger
- **Brian Coelho (Seated)**

Daley requested the board review the minutes from the board meeting held on March 5 & 6, 2020. **Julie Morris made a motion to approve the minutes as presented. The motion was seconded by Jennifer Beretta. The motion was approved with a unanimous vote with the following members voting aye:**

Jesse Larios  
Mike Smith

Bill Brandenburg  
Dave Daley

Jake Parnell  
Julie Morris  
Jennifer Beretta

Tyler Ribeiro  
Brian Coelho

Oldfield provided an Executive Director's update which included the current status of collections, refunds, council administration during the COVID-19 crisis and an update on the completion of the interim budget.

Teresa Siles from Nuffer, Smith, Tucker provided the board an overview of the draft strategic plan. **Jesse Larios made a motion to approve the draft plan as presented. The motion was seconded by Mike Smith. The motion passed unanimously via a voice vote.**

Daley requested the board discuss the need for the council to conduct a short-term public affairs project to raise awareness of the positive contributions California's cattle industry is making during the midst of the COVID-19 crisis. After discussing several options, the board unanimously provided the discretion for Oldfield to proceed with funding a campaign to meet the council's objectives.

The next meeting will be scheduled for a date later in April and canceled if deemed unnecessary.

With no further business before the board, Daley adjourned the meeting at 8:05am.

Respectfully Submitted,



Justin Oldfield  
Executive Director