

# CALIFORNIA CATTLE COUNCIL

## Board Meeting Notice

**March 20, 2023**  
**Beginning at 1:00pm**

**March 21, 2023**  
**Beginning at 8:00am**

**Inn at the Pier**  
**601 Cypress Street**  
**Pismo Beach, CA 93449**

### PUBLIC PARTICIPATION

Members of the public are encouraged to provide comments to the Council and may suggest items to be placed on the agenda for discussion at the next Council meeting. While the Council values the participation of the public, the Council Chairperson reserves the right to limit the time for public comment depending on the length of agenda and number of commenters. Public comment must be related to the Council's authority and jurisdiction and its placement on the agenda is within the discretion of the Council Chairperson.

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Council Chairperson. All meeting agendas and notices are available on the California Cattle Council's website: [www.calcattlecouncil.org](http://www.calcattlecouncil.org).

Each of the agenda items will include discussion and possible action by the Council. Time will be allowed for members of the public to make comments on each agenda item.

For further information regarding this meeting, please contact: Justin Oldfield, Executive Director, at 916-444-2697 or by email at [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org).

### AMERICANS WITH DISABILITIES ACT

All Council meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Council or Committee meeting or other Council activity may request assistance by contacting Justin Oldfield, Executive Director, at 916-444-2697 at least five days prior to the meeting.

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**All Council members and alternates are strongly encouraged to engage and provide input on each agenda item.**

*MONDAY, MARCH 20, 2023 – 1:00PM*

1. CALL TO ORDER: ROLL CALL, ESTABLISH QUORUM
2. APPROVAL OF DECEMBER, 12 2022 MEETING MINUTES
3. BOARD CHAIR & EXECUTIVE DIRECTOR REPORT
  - a. FINANCIAL UPDATE
  - b. APPOINTMENT UPDATE
  - c. 2023 PUBLIC AFFAIRS CAMPAIGN UPDATE
4. SGMA ECONOMIC IMPACT REPORT
5. CALIFORNIA CATTLEMEN'S FOUNDATION PROJECT UPDATE
  - a. RTAP
  - b. AGENCY & PUBLIC POLICY EDUCATION
  - c. COMMUNICATIONS
6. WESTERN UNITED DAIRIES FOUNDATION PROJECT UPDATE
  - a. DTAP
  - b. SUSTAINABILITY
  - c. COMMUNICATIONS (TIKTOK)
7. BEEF COUNCIL PROJECT UPDATE
8. PROJECT PROPOSALS REVIEW & DELIBERATION
  - a. CALIFORNIA BEEF COUNCIL
9. TEMPORARY RECESS

*All items are subject to discussion and action. All meetings of the California Cattle Council are open to the public and subject to the Bagley-Keene Open Meeting Act.*

### **Americans with Disabilities Act**

*All interested parties are invited and encouraged to attend the meeting. Persons with disabilities needing special accommodation or modification should contact Justin Oldfield, Executive Director, at 916-444-2697 at least five days prior to the meeting.*

*TUESDAY, MARCH 21, 2023 – 8:00AM*

10. RECONVENE: ROLL CALL, CONFIRM QUORUM

11. PROJECT PROPOSALS REVIEW & DELIBERATION

- a. UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION RESEARCH PROPOSAL
- b. DAIRY CARES COMMUNICATIONS PROPOSAL
- c. CALIFORNIA CATTLEMEN'S FOUNDATION AGENCY EDUCATION PROPOSAL
- d. WESTERN UNITED DAIRIES FOUNDATION AGENCY EDUCATION PROPOSAL

12. PUBLIC COMMENT ON ITEMS NOT INCLUDED ON THE AGENDA

13. ADJOURN

*All items are subject to discussion and action. All meetings of the California Cattle Council are open to the public and subject to the Bagley-Keene Open Meeting Act.*

**Americans with Disabilities Act**

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