

South Dakota Soybean Research & Promotion Council Board Meeting Minutes

Friday, April 28, 2023 7:30 a.m.

Pledge of Allegiance

Chairman Frerichs led the board in the Pledge of Allegiance.

Call to Order – Chairman Jason Frerichs

Chairman Frerichs called the meeting to order at 7:33 a.m.

Present: Jason Frerichs, Chairman; David Struck, Vice Chairman; Mike McCranie, Treasurer; Heather Beaner, Secretary; Todd Hanten (departed meeting at 8:24 a.m.), Tim Ostrem, Dawn Scheier, Ardon Wek, and David Iverson

Staff Present: Jerry Schmitz, Executive Director; Becky Cypher, Executive Assistant; Paul Van Sloten, Accounting Manager, Bonnie Dybedahl, Program Manager, Accounting Manager; Mariah Kessler, Communications Director; and Maggie Vander Laan, Communications Specialist.

Guests Present: Kevin Deinert, SDSA President

Roll Call – Chairman Jason Frerichs

All board members present.

Conflict of Interest – Chairman Jason Frerichs

Tim Ostrem noted he's now an investor in SD Soybean Processors.

Approval of Agenda – Chairman Jason Frerichs

Todd Hanten would like to add the Roof Maxx proposal to the other items. Jerry Schmitz would like to discuss the DSU soccer field that was brought to his attention yesterday afternoon.

Motion:

Heather Beaner moved to approve the amended agenda.

Seconded by Mike McCranie.

Motion passed unanimously.

NCI Summer Ag Academy Sponsorship

Jerry said he received a sponsorship request last week for NCI's Summer Ag Academy. The event is June 13 – 16.

Motion:

Mike McCranie moved to sponsor the NCI Summer Ag Academy in the amount of \$2,500.

Seconded by Jason Frerichs.

Motion passed unanimously.

Governor's Ag Summit Sponsorship

Jerry said this proposal came from Secretary Roberts. He encourages anyone that's available to attend the event in June.

Motion:

Heather Beaner moved to fund the 2023 Governor's Ag Summit in the amount of \$5,000.

Seconded by Dawn Scheier.

Motion passed unanimously.

SDSU FY23 Project Extensions

Use of Non-Enzymatically Brownd SBM on Cattle Diets – Dr. Zachary Smith

Re-Introducing SBM to North American Cattle Feeders – Dr. Warren Rusche

Jerry explained these two projects won't be finished by June 30th, and they would like a no-cost extension.

Motion:

Mike McCranie moved to transfer the FY23 projects titled "Use of Non-Enzymatically Brownd SBM on Cattle Diets" with the remaining funds of \$13,356 and "Re-Introducing SBM to North American Cattle Feeders" in the amount of \$3,725 to be completed in FY24.

Seconded by Tim Ostrem.

Motion passed unanimously.

SD Trade Steering Committee Representative

Chairman Frerichs asked if anyone else was interested in being on the SD Trade Steering Committee. Currently Mike, Dawn, and David Iverson are interested. Each person spoke a few words on why they want to be on the committee. The vote occurred by secret ballot via Zoom. David Iverson was selected to serve on the committee. Dave said he is honored to serve in this capacity.

Office Copier

Becky and Jerry explained the need for a new office copier/printer and have received five proposals.

Motion:

Tim Ostrem moved to budget up to \$15,000 in FY23 for an office copier.

Seconded by David Iverson.

Motion passed unanimously.

Election of Officers Meeting Date

Becky explained the need to establish the selection of officers meeting date. It was determined to schedule it for Wednesday, July 5th at 8:00 a.m.

The Sampson House | TikTok Budget FY23 Reallocation

Maggie said the Joint Consumer – TikTok/IG Reels line item for this fiscal year has \$6,800 remaining. She said \$2,800 will be used for Instagram Reels, but the committee would like to reallocate \$4,000 into the youth education line item.

Motion:

Heather Beaner moved to reallocate \$4,000 from the Joint Consumer – TikTok budget line item to the Joint Consumer – Youth Education line item for the Option 1 – vinyl backdrop investment.

Seconded by Todd Hanten.

Motion passed unanimously.

USAPEEC FY23 Project Extension

Mike said USAPEEC is asking for a no-cost extension for the Avian Influenza Seminar Caribbean project. The project will be completed after June 30th.

Motion:

Dawn Scheier moved to transfer the FY23 USAPEEC Avian Influenza Seminar Caribbean project for \$20,000 to be completed in FY24. Mike McCranie recused himself from voting.

Seconded by David Struck.

Motion passed unanimously.

See for Yourself Committee Selection

Becky and Jerry explained the desire of the Council to have two board members on the See For Yourself selection committee. Mike McCranie and David Iverson volunteered, and Dawn Scheier is a backup – should the need arise. Candidate applications are due May 21 and selection of participants must be completed by May 26.

Ag Management Solutions Hungry for Truth Proposal

Doug Monson and Kristeena Thisius from AMS presented on their HFT proposal. They said they come from a checkoff world and feel confident in the skills they can bring to the table.

Fresh Produce Hungry for Truth Proposal

Maggie noted that Fresh Produce would not present today as they are out of town.

SDSU Atrium

Jerry mentioned the SDSU Atrium and asked what the board would like to do for attribution. After discussion, it was determined Jerry will reach out to two or three designers and get ideas and a cost.

Other Items

DSU Field

Jerry gave an update on the DSU soccer field project. He said DSU wants to advertise quickly. Mike would like staff to pursue this and allocate dollars towards marketing/advertising if we need to. Jerry and Mariah will try to find available funds in the communications budget line item.

Domestic Item – Roof Maxx

Bonnie gave an overview of the project that has been reviewed by the Domestic Committee. Roof Maxx has a soy-based spray to prolong the life of a shingle.

Motion:

Heather Beaner moved to allocate \$10,000 for the Roof Maxx video production, with the preference of Jordan Scott as videographer.

Seconded by Mike McCranie.

Motion passed unanimously.

Lawrence & Schiller Hungry for Truth Proposal

Ryan Budmayr introduced himself and thanked the board for the opportunity to present. The rest of the team (Jamie Hegge, Dara Klatt, Joey Nielsen, and Carly Hegstad) introduced themselves as well. They gave a presentation and shared information about the L&S proposal.

Paulsen Hungry for Truth Proposal

Allyse, Mark Smither, and Brian Paff presented their Hungry for Truth proposal.

Paulsen FOCUS Proposal

Allyse Steffen, Mark Smither, and Brian Paff presented the Paulson FOCUS proposal.

Farm to Fork

Due to the timing of our next board meeting and to prepare for the upcoming Farm to Fork, the board discussed options for the 2023 event.

Motion:

Tim Ostrem moved to fund the 2023 FY24 Farm to Fork event in the amount up to \$50,000.

Seconded by Mike McCranie.

Motion passed unanimously.

Public Input

Chairman Frerichs called for public input at 11:25 a.m. None received.

Other Items

Jerry said the State Fair reached out this week regarding a sponsorship opportunity.

Motion:

Heather Beaner moved to sponsor the 2023 State Fair in the amount of \$2,500 to be paid in FY24.

Seconded by Ardon Wek.

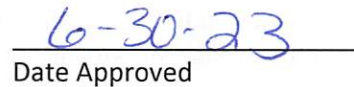
Motion passed unanimously.

Adjourn

Chairman Frerichs declared the meeting adjourned at 11:42 a.m.



Heather Beaner, Secretary
SD Soybean Research & Promotion Council



6-30-23
Date Approved