

WASHINGTON STATE BEEF COMMISSION

BOARD OF DIRECTORS

BUDGET MEETING

Pillar Rock Grill
Moses Lake, WA

April 18, 2024

TENTATIVE AGENDA

- 9:00AM WELCOME AND CALL TO ORDER
Establish Quorum
Approve Agenda
Approve March Board Meeting Minutes
Public Comments
Chair's Report – *Will Derting*
Treasurer's Report – *Jeff Cromer*
Review Financial Statements & Revenue Report
- 9:30AM Administration & Program Report – *Jackie Madill*
Digital Marketing Report – *Bridget Coon, Bridgetal Media*
- 10:00AM Presentation of Proposed FY 24-25 Marketing Plan & Budget
- 12:00PM Adjourn for Lunch
- 12:30PM Executive Session—Staff Evaluations
- 1:00PM Industry Updates:
Cattlemen's Beef Board & WCW—Marty Stingley
NCBA Federation of State Beef Councils—Will Derting
WSDA—Dr. Ben Smith
- Other Business
- 1:30PM ADJOURN

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