



**WASHINGTON STATE BEEF COMMISSION**

BOARD OF DIRECTORS

ANNUAL BOARD MEETING

Oxford Suites Spokane Downtown

Spokane, WA

May 22, 2025

**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/Will Derting*  
Review Financial Statements & Revenue Report  
Administration Report – *Jackie Madill*  
Program Report – *Tessa Taylor & Shannon Walker*
- 10:30AM      Funding Request Review  
WSDA Brand (Collection & Compliance)  
USMEF (Foreign Marketing)  
WCW (Consumer Information & Producer Communications)  
Presentation of 2025-26 Marketing Plan  
Presentation of 2025-26 Digital Marketing Plan  
Presentation of 2025-26 Budget
- 12:30PM      BREAK FOR LUNCH
- 1:30PM      Executive Session – Executive Director Evaluation
- 2:00PM      Adoption of 2025-26 Marketing Plan & 2025-2028 Strategic Plan  
Adoption of 2025-26 Budget  
Election of Executive Officers for 2025-26  
Chair, Vice Chair, Treasurer, and 2 Federation Reps
- 3:30PM      Industry Updates:  
Cattlemen's Beef Board & WCW – *Marty Stingley*  
NCBA Federation of State Beef Councils – *Will Derting*  
WSDA – *Dr. Ben Smith*  
  
Other Business
- 4:00PM      ADJOURN

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