



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

## Executive Committee Meeting

March 11, 2019 (9:00 a.m. Central U.S. Time)  
Conference Call: +1-800-309-2350, Pin: 908-3334

---

### AGENDA

Chairman: Nicole Johnson-Hoffman, President

1. Call to Order / Opening Remarks (9:00 – 9:03) *Johnson-Hoffman*
2. Roll Call *Clark*
  - \_\_\_\_ Nicole Johnson-Hoffman, President
  - \_\_\_\_ Leon Mol, Vice President
  - \_\_\_\_ Ian McConnel, Secretary-Treasurer
  - \_\_\_\_ Bob McCan, Member-at-Large
  - \_\_\_\_ Nicola Robinson, Member-at-Large
  - \_\_\_\_ Dennis Laycraft, Immediate Past President
  - \_\_\_\_ Ruairaidh Petre, GRBS
  - \_\_\_\_ Josefina Eisele, GRBS
  - \_\_\_\_ Katie Ambrose, GRBS
  - \_\_\_\_ Cheryl Clark, GRBS
3. Consideration of Minutes from February 11th, 2019 (9:03 – 9:05) **APPROVAL** *Committee*
4. Financial Report (9:05 – 9:15)
  - 4.1. February 28, 2019 Income Statement and Balance Sheet **APPROVAL** *McConnel*
  - 4.2. Budget Discussion
5. Executive Director Report (9:15 – 9:30) **INFORM**
  - 5.1 Strategic Planning *Petre*
6. Council Reports **INFORM** *Petre*
  - 6.1. Global Reach / Issues (9:30 – 9:35) *Petre*
  - 6.2. GHG Working Group (9:35 – 9:45) *Petre*
  - 6.3 Demonstrating Impact
    - 6.3.1 Sustainability Communications (9:45 – 9:50) **INFORM** *Ambrose*
7. Administrative Report (9:50-10:00) **INFORM**
  - 7.1. Membership – Outstanding Receivables *Petre*
  - 7.2. Swiss Entity

8. Other Business *(10:00)*

9. Future Meetings

- 9.1. Board of Directors, Wednesday, March 20, 2019, 4:00 – 5:30 p.m. Central U.S. Time
- 9.2. Executive Committee, Monday, April 8, 2019 – 9:00 a.m. Central U.S. Time
- 9.3. Strategy Session, Tuesday, May 21, 2019, Chicago, IL
- 9.4. Communicators Summit, Wednesday and Thursday, May 22, 23, 2019, Chicago, IL
- 9.5. In-person Board of Directors Meeting – May 23, 24, 2019, Chicago, IL

10. Adjourn

Attachments:

1. 2-11-16-2019 Executive Committee Minutes (pp 3-6)
2. 2-28-2019 Financial Report (pp 7-10)

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
EXECUTIVE COMMITTEE  
FEBRUARY 11, 2019  
CONFERENCE CALL**

The Global Roundtable for Sustainable Beef Executive Committee meeting was called to order at 8:00 a.m. U.S. Mountain Time, Monday, February 11, 2019 by President Nicole Johnson-Hoffman.

Members Present: Nicole Johnson-Hoffman, Ian McConnel, Bob McCan, Nicola Robinson, Dennis Laycraft, Leon Mol

Staff Present: Ruaraidh Petre, Katie Ambrose and Cheryl Clark (Josefina Eisele excused)

**Approval of Minutes**

**Mol asked that the minutes be amended to include his participation in the January 15-16, 2019 meeting.**

**It was moved by McCan and supported by Laycraft that the January 15-16, 2019 meeting minutes be approved as amended. Motion carried.**

**Membership**

Petre reviewed the non-renewing members; Alberta Agriculture & Forestry and Certified Angus Beef. Laycraft provided insight as to that Alberta Agriculture non-renewing is due to lack of funding. Ambrose stated that the non-renewal of Certified Angus is due to their investment in the U.S. Roundtable and the inability to invest in both. The conversation of non-renewing members led to talk of a new strategy surrounding the membership dues structure, what value is found within the GRSB membership, and who is being targeted.

**Financial Report**

The financial report showed a year-to-date (YTD) revenue as of January 31, 2019 of \$217,759 and YTD expenses of \$32,529 resulting in YTD Net Income of \$185,230.

**It was moved by Johnson-Hoffman and supported by Mol that the January financial reports be approved. Motion carried.**

**2019 Budget Consideration**

The Committee reviewed and discussed at length the revised 2019 draft budget. Specific highlights were as follows:

Eisele's budget "Contract Expense" revised to \$60,000. Focus will be what is being accomplished in Latin America for this allotted budget. Eisele to provide detail in a one-

page deliverable as well as explore Roundtable remuneration for her secretarial services. More work needs to be done on the national roundtables so they understand what their purpose is and what they should be accomplishing as a roundtable.

Additional budget revisions:

- Professional Communications budget line item reduced to \$50,000.

**McConnel to review revised budget with White as well convey EC's appreciation for the BOD active participation with 2019 budget.**

### **Executive Director Report**

Petre started with a review of the National Cattlemen's Beef Association attendance in New Orleans in January where he met and networked with several organizations. He will be attending a planning meeting with the Bill and Melinda Gates Foundation to discuss beef production in Africa.

### **Strategic Plan Activities**

Petre reported that the Survey was sent Wednesday, February 6<sup>th</sup> to all GRSB. Nicola requested a Word version of the questions be provided to her by Cheryl.

Petre also stated that calls with Roundtables will be taking place to discuss alignment in reporting and to show consistency in reporting and global metrics.

Petre reported that Certified Angus Beef executive Mark McCully has agreed to facilitate the Strategy Session at the May meeting in Chicago.

### **Global Reach / Issues**

According to Petre, China is interested in joining the GRSB. CAAA is made up of approximately 4,000 members. Membership is made up of mostly production.

### **GHG Working Group**

Working on proposal. Consultant will create the scope of work (likely large) and propose to members and others so resourcing is appropriate. An overall picture will be created, gaps determined and then a plan on how to fill those gaps. McDonald's has funded Phase I of this work. Laycraft volunteered to head up Phase II of the project which will be creating a final deliverable document. Phase II will also involve a fundraising exercise.

This work will be started now and will also be included in the Strategic Planning Session in Chicago. Phase I will be reported on in Chicago with suggestions or edits welcomed.

### **Equivalence Reporting**

Getting National Roundtable buy-in for reporting consistencies and equivalences. Need to have planned meetings with Roundtables. Robinson suggested that the term

“Equivalence” may be causing delays and instead using the term “Progress”. Petre will take to the group to discuss.

### Global Metrics

Petre reports that the final report will be provided by BOD meeting near the end of February.

### **Administrative Report**

#### Sustainability Communications

Ambrose reported that the 2019 GRSB Communicators Summit will be held on Wednesday, May 22<sup>nd</sup> and Thursday, May 23<sup>rd</sup> in Chicago at the McDonald’s Corporate Headquarters. Save the Date email blast will be sent today, Monday, February 11, 2019. The budget is included in the binder.

With the US holiday of Memorial Day occurring on Monday, May 27<sup>th</sup>, it was determined that holding the Communicator Summit earlier in the week might be more convenient for outside attendance.

The GRSB Strategy Session will also be held in Chicago at the McDonald’s Corporate Headquarters on Tuesday, May 21<sup>st</sup> with the GRSB EC and BOD meetings taking place on the afternoon of Thursday, May 23<sup>rd</sup> and morning of Friday, May 24<sup>th</sup>.

#### Membership

Ambrose reported that there several members who have not yet paid their 2019 membership fee.

Cargill is scheduled to send their payment of \$25,000 for the 2018 Global Conference sponsorship.

Petre reports that the BOD approved membership of Textile Exchange and a revised LOA has been sent for completion.

### **Other Business**

Discussion regarding the role of the EC in period prior to the Strategy Session in May. Johnson-Hoffman suggested that a few members meet and develop a plan. Petre, Robinson and Johnson-Hoffman will make up the working group.

### **Future Meetings**

- Board of Directors, Wednesday, February 27, 2019, 3:00 – 4:30 p.m. Central U.S. Time
- Executive Committee, Monday, March 11, 2019 – 9:00 a.m. Central U.S. Time

- Strategy Session, Tuesday, May 21, 2019, Chicago, IL
- Communicators Summit, Wednesday and Thursday, May 22, 23, 2019, Chicago, IL
- In-person Board of Directors Meeting – May 23, 24, 2019, Chicago, IL

The meeting adjourned at 9:20 a.m. Mountain Time.

Respectfully submitted,

Cheryl Clark  
Director of Operations

**Global Roundtable for Sustainable Beef**  
**Balance Sheet**  
**February 28, 2019**

**ASSETS**

**Current Assets**

Cash in Operating - ML \*02005      \$      277,000.27

**Total Current Assets**      **277,000.27**

**Other Assets**

CD Banc of Calif 2.05% 3/6/19      249,150.25

**Total Other Assets**      **249,150.25**

**Total Assets**      \$      **526,150.52**

**LIABILITIES AND CAPITAL**

**Current Liabilities**

Accounts Payable      \$      51,887.16

**Total Current Liabilities**      **51,887.16**

**Capital**

Retained Earnings      90,927.58

Board Specified Reserve      225,000.00

Net Income      158,335.78

**Total Capital**      **474,263.36**

**Total Liabilities & Capital**      \$      **526,150.52**

**Global Roundtable for Sustainable Beef**  
**Aged Payables**  
**As of Feb 28, 2019**

Filter Criteria includes: 1) Includes Drop Shipments. Report order is by ID. Report is printed in Detail Format.

Vendor ID	Date	Invoice/CM #	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due
My Favorite Printer	2/28/19	22581	1,486.00				1,486.00
<b>My Favorite Printer</b>			<b>1,486.00</b>				<b>1,486.00</b>
NLPA	2/28/19	2019-0064	16,291.67				16,291.67
	2/28/19	2019-004	2.44				2.44
<b>NLPA</b>			<b>16,294.11</b>				<b>16,294.11</b>
Ruaraidh Petre	2/28/19	2019-03	7,083.33				7,083.33
<b>Ruaraidh Petre</b>			<b>7,083.33</b>				<b>7,083.33</b>
SSCD	12/28/1	12302016				26,863.72	26,863.72
<b>SSCD</b>						<b>26,863.72</b>	<b>26,863.72</b>
Wild Apricot	2/20/19	2018-41	160.00				160.00
<b>Wild Apricot</b>			<b>160.00</b>				<b>160.00</b>
<b>Report Total</b>			<b>25,023.44</b>			<b>26,863.72</b>	<b>51,887.16</b>



**Global Roundtable for Sustainable Beef**  
**General Journal**  
**For the Period From Feb 1, 2019 to Feb 28, 2019**

Filter Criteria includes: Report order is by Date. Report is printed with Accounts having Zero Amounts and in Detail Format.

Reference Date	Trans Description	Account	Account Description	Debit Amt	Credit Amt
Transfer Fee 2/5/19	02/05/19 wire transfer fee 02/05/19 wire transfer fee	44020 11000	Bank Charges & Fees Cash in Operating - ML *02005	30.00	30.00
Business Accoun 2/7/19	business account fee business account fee	44020 11000	Bank Charges & Fees Cash in Operating - ML *02005	300.00	300.00
AJE 01 2/28/19	reverse 4/11/18 Co-op Taxi charge reverse 4/11/18 Co-op Taxi charge	11000 40100	Cash in Operating - ML *02005 Spring Meeting Expense	14.70	14.70
CD Interest Accr 2/28/19	monthly CD interest accrual monthly CD interest accrual	12800.05 34000	CD Banc of Calif 2.05% 3/6/19 Interest Income	388.43	388.43
Monthly Interest 2/28/19	ML Interest Income ML Interest Income ML Bank Deposit Program ML Bank Deposit Program ML Bank Deposit Share Interest ML Bank Deposit Share Interest	11000 34000 11000 34000 11000 34000	Cash in Operating - ML *02005 Interest Income Cash in Operating - ML *02005 Interest Income Cash in Operating - ML *02005 Interest Income	2.40 59.00 11.00	2.40 59.00 11.00
<b>Total</b>				<b>805.53</b>	<b>805.53</b>

**Global Roundtable for Sustainable Beef**  
**Income Statement**  
**Compared with Budget**  
**For the Two Months Ending February 28, 2019**

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
<b>Revenues</b>				
Dues Revenues	\$ 11,500.00	\$ 50,500.00	\$ 228,750.00	\$ 267,500.00
Contract revenue	0.00	0.00	0.00	0.00
Meeting Revenue	0.00	0.00	0.00	0.00
Global Conference Revenue	0.00	0.00	0.00	0.00
Interest Income	460.83	291.67	969.81	583.34
<b>Total Revenues</b>	<b>11,960.83</b>	<b>50,791.67</b>	<b>229,719.81</b>	<b>268,083.34</b>
<b>Expenses</b>				
Meeting Expenses	(14.70)	0.00	2,186.63	2,200.00
Staff Travel Expense - Meeting	0.00	0.00	629.95	1,000.00
Executive Director Contract	7,083.33	7,083.33	14,166.66	14,166.66
Executive Director Travel	2,922.95	2,916.67	7,587.66	5,833.34
Leadership Travel	0.00	416.67	187.17	833.34
Administrative Services	16,291.67	16,291.67	32,583.34	32,583.34
Office Supplies & Expense	117.98	62.50	117.98	125.00
Postage & Shipping Expense	2.44	29.17	2.44	58.34
Telephone Expense	72.65	166.67	191.62	333.34
Legal Fees & Expense	0.00	125.00	0.00	250.00
Audit Expense	4,960.00	0.00	4,960.00	0.00
Bank Charges & Fees	598.45	187.50	722.45	375.00
Communications	6,751.50	4,291.67	8,048.13	8,583.34
Contract Expenses	0.00	5,000.00	0.00	10,000.00
Global Conference Expenses	0.00	0.00	0.00	0.00
<b>Total Expenses</b>	<b>38,786.27</b>	<b>36,570.85</b>	<b>71,384.03</b>	<b>76,341.70</b>
<b>Net Income</b>	<b>\$ (26,825.44)</b>	<b>\$ 14,220.82</b>	<b>\$ 158,335.78</b>	<b>\$ 191,741.64</b>