



**Board of Directors Meeting  
June 15-16, 2023  
Embassy Suites, Sacramento**

**VISION:** Together, we advance milk and dairy's unique and essential contributions to healthy, sustainable eating patterns.

**CAUSE:** Elevating the health of children and communities in California by promoting lifelong healthy eating patterns.

**Thursday, June 15, 2023 – full board meeting**

- Motion to approve Brad Scott as the Pro Tem Chair for the June 2023 meeting*
1. Call to Order and Introductions 1:00 p.m.
    - *John Dolan, Chairman*
  2. Standards of Performance, Anti-Trust Statement and Approval of March 16-17, 2023 Minutes (**Tab 1**) 1:05 p.m.

*Motion to approve the March 16-17, 2023 minutes*
  3. Public Comments 1:10 p.m.
  4. **Guest Speaker: DCC Research Projects – Milk Type in Toddlers Study** 1:15 p.m.

Dr. Lorrene Ritchie, PhD, MS, RD, Director, Nutrition Policy Institute,  
Cooperative Extension Specialist, UC Division of Agriculture and Natural Resources
  5. 2022-2023 Financial Report through May 31, 2023 (**Tab 2**) 1:45 p.m.

*Matt Delgado, Operations Officer*

*Motion to approve the Financial Report, Cash & Investment thru May 31, 2022*
- Milk Punch Break** 2:05 p.m.
6. 2022-2023 Success Plan Report – (**Tab 3**) 2:25 p.m.

*Ashley Rosales, RDN, Nutrition Science Officer*  
*Shannan Young, RDN, SNS, Partnerships & Programs Officer*
  7. Success Plan in Action Gallery Walk 2:40 p.m.
    - **First 1000 Days**  
*Trina Robertson, MS, RDN, Evaluation & Impact Manager,*  
*Megan Holdaway, RDN, Nutrition Science Program Manager*
    - **Let's Eat Healthy Activation**  
*Alyssa McClelland, MS, Partnerships & Programs, Program Director*  
*Sonia Fernandez, MA, Let's Eat Healthy Program Manager*
    - **Dairy Ag Literacy**  
*Efrain Valenzuela, Mobile Dairy Classroom Program Director,*  
*Kim McLaughlin, Mobile Dairy Classroom Manager*
    - **Marketing and Communications**  
*Alex Vigil, Program Director, Marketing & Digital,*  
*Meggan Rush, Communications Program Manager*

8. Chairman's Report – *John Dolan* 3:50 p.m.
  - Nominating/Board Member Search Committee—*Brad Scott, Committee Chairman (Tab 5)*
9. Public Comments 4:05 p.m.
10. Adjourn 4:10 p.m.

**Reception & Dinner: Firehouse Restaurant, 6:30 p.m. – meet in lobby at 6:15, we can walk over as a group**

## Friday, June 16, 2023 – Full Board Meeting

1. Call to Order 8:00 a.m.
2. Public Comments 8:05 a.m.
3. **Guest Speaker: DMI Update** 8:10 a.m.  
*Katie Brown, EdD, RDN, Executive Vice President, Scientific & Nutrition Affairs, National Dairy Council*
- Break** 9:10 a.m.
4. Review Research Concept Projects – 9:30 a.m.
  - *Amy DeLisio, CEO*
  - *Ashley Rosales, RDN, Nutrition Science Officer*
5. 2023-2024 Dairy Council of CA Strategic Success Plan **(Tab 4)** 9:50 a.m.
  - *Amy DeLisio, MPH, RDN, Chief Executive Officer*
  - *Ashley Rosales, RDN, Nutrition Science Officer*
  - *Shannan Young, RDN, SNS, Partnerships & Programs Officer*
  - *Matt Delgado, Operations Officer*
6. Adopt and approve the 2023-24 Organizational Salary Schedule 10:10 a.m.
  - *Amy DeLisio*

**Motion to approve the 2023-2024 DCC Organizational Salary Schedule**
7. 2023-2024 Proposed Budget and Assessment Rate **(Tab 2)** 10:25 a.m.
  - *Matt Delgado, Operations Officer*
8. Board vote to approve DCC Budget, Assessment Rate and Success Plan 10:45 a.m.  

**Motion to approve the 2023-2024 Success Plan, 2023-2024 Proposed Budget, Proposed Capital Expenditures and Assessment Rate**
9. Update on DCC Hearing 10:55 a.m.  
*Amy DeLisio, MPH, RDN, Chief Executive Officer*
10. CDFA Report – *Dennis Manderfield, Senior Agricultural Economist* 11:05 a.m.
11. Public Comments 11:15 a.m.
12. Adjourn 11:20 a.m.

## Next Board of Directors Meeting – November 13-14, 2023, Hilton Santa Barbara

*\*NOTE: Each of the Agenda Items above will include discussion and possible action by the Board. All meetings of the Dairy Council of California are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting. Time will be allowed for members of the public to make comments on each Agenda item. This time will be limited to two minutes per person for each Agenda item.*

*Persons With Disabilities: The Department of Food and Agriculture wishes to ensure that all members of the public have access to all public meetings. If you require a special accommodation, please contact Kendall House at (916) 263-3560 at least five days prior to the meeting date. This Meeting Notice and Agenda is available on the California Department of Food & Agriculture's Website at [https://www.cdfa.ca.gov/fairs\\_&\\_expositions/Meeting\\_Notices/](https://www.cdfa.ca.gov/fairs_&_expositions/Meeting_Notices/) for further information regarding the Agenda for this meeting, please contact Kendall House, Executive Assistant, Dairy Council of California, 1418 N. Market Blvd, Suite 500, Sacramento, CA 95834 (916) 263-3560, [www.HealthyEating.org](http://www.HealthyEating.org).*

Anti-trust Statement - The Dairy Council of California, its members and staff, strictly comply with all State and federal antitrust laws. Discussions regarding setting prices and price terms, restrictions on competition, and boycotts are prohibited at all program functions. Should any meeting attendee observe discussions that involve antitrust sensitivity, the attendee should raise his or her concern and request the discussion be stopped. If the discussion continues, the discussion should be reported to the program CEO and Department staff.

Members of the public are encouraged to provide comment to the Board and may suggest items to be placed on the agenda for discussion at the next Board meeting. While the Board values the participation of the public, the Board Chair reserves the right to limit the time for public comment depending on the length of agenda and number of commenters.

Each of the noticed agenda items will include discussion and public comment. Noticed items will be considered for possible action by the Board. Any item not so noticed will not be considered or discussed. Items listed on the agenda may be considered in any order at the discretion of the Board Chair. All meeting agendas and notices are available on the California Department of Food and Agricultural website at: <https://www.cdfa.ca.gov/mkt/mkt/>.  
(select meeting notices)

For further information regarding this meeting, please contact: Kendall House, 916-263-3560.

### AMERICANS WITH DISABILITIES ACT

All meeting facilities are accessible to persons with disabilities. If you need reasonable accommodation as defined by the Americans with Disabilities Act, or if you have questions regarding the public meeting, please contact Kendall House at 916-263-3560. Requests for reasonable accommodation should be made no later than three (3) days before the meeting.

**BOARD OF DIRECTORS**  
**DAIRY COUNCIL OF CALIFORNIA**  
**STANDARDS OF PERFORMANCE**

The Board's responsibilities will be fulfilled when the following are accomplished and appropriate feedback is given to the C.E.O.

**At its regularly scheduled summer meeting:**

1. Review current financial statement against budget and act on Executive Committee's recommendation
2. Receive program progress reports
3. Review actions taken by the Executive Committee
4. Review other recommendations brought forth by the Executive Committee and/or the C.E.O. and take appropriate action
5. Approve program goals and budget for the coming fiscal year after receiving Executive Committee's recommendation
6. Recommend to the Secretary Industry assessments necessary to execute the programs
7. Review and approve the cause, vision and strategic priorities of DCC for next fiscal year
8. Examine organization's delegation of authority and approve policies for guiding decision of officers of the Board and staff
9. Review organization structure of the Board and staff
10. Determine C.E.O.'s salary after receiving review and recommendation from the Executive Committee

Minutes of the Meeting of the  
Board of Directors  
Dairy Council of California  
March 16-17, 2023  
Hotel Darling, Visalia, CA & Via Zoom

PRESENT: Chuck Ahlem  
Vance Ahlem  
Curt DeGroot  
John Dolan  
Joey Fernandes (3/16/2023)  
Cheryl Fiello  
Maureen Lemos  
Mike Newell (3/16/2023, virtual)

Heidi Nunes  
Dennis Roberts (arrived at 3:10 pm)  
Patrick Schallberger  
Brad Scott  
Arlene VanderEyck  
Arlin Van Groningen

ABSENT:

Domenic Carinalli  
Fred Denier  
Stacy Heaton  
Stephen Maddox  
Lauren Oostdam

Tyler Ribeiro  
Hem Shah  
Richard Shehadey  
Leaine Souza  
Stephen Weststeyn

OTHERS Amy DeLisio, Dairy Council of California  
PRESENT: Miranda Blagg, Dairy Council of California (3/16/2023)  
Mike Blote, Dairy Council of California  
Matt Delgado, Dairy Council of California  
Kendall House, Dairy Council of California  
Ashley Rosales, Dairy Council of California  
Kristal Shelden, Dairy Council of California  
Shannan Young, Dairy Council of California  
Alex Vigil, Dairy Council of California  
Dennis Manderfield, CDFA  
Steve Swafford, Leadership Outfitters (3/17/2023)  
Lauren Twigge, Lauren Twigge Nutrition (3/16/2023)

**Thursday, March 16, 2023**

Call to order

Chairman Dolan officially called the meeting to order at 1:03 p.m. He welcomed everyone to the spring 2023 Dairy Council of CA Board of Directors meeting. And welcomed new staff member Matt Delgado, who will be replacing Mike Blote, due to his upcoming retirement.

CEO Introduction and Update

Ms. Amy DeLisio introduced herself and provided the board with some background about her and the experiences that brought her to the Dairy Council of CA. She shared with the board the

activities for the first two months and the external meetings she has attended. She also provided a quick staffing update for the board.

### 2022-2023 Success Plan Report

Ms. Shannan Young, Partnerships & Programs Officer, shared the successes Dairy Council of CA has experienced to date for the 2022-2023 fiscal year. Highlighting the alignment of our success plan strategies we have established for this year to how the DCC team has been focused and working to advance our Cause all while driving towards our Vision to advance milk and dairy's unique and essential contributions to healthy, sustainable eating patterns.

Mr. Alex Vigil, Marketing and Digital Program Director, presented on the organization's collective efforts from October 1, 2022 – January 31, 2023. This included the Let's Eat Healthy Spectrum of Engagement, as well as, highlighting the strategies, activities and measures that are driving towards the organization's outcomes.

### Standards of Performance and Approval of Minutes

Chairman Dolan instructed the board to review the Standards of Performance and the anti-trust statement for the regularly scheduled spring meeting and the November 14-15, 2022 minutes for review and approval.

**IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY JOEY FERNANDES TO APPROVE APPROVE THE MINUTES OF THE MEETING FROM NOVEMBER 14-15, 2022 MEETING, THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, JOHN DOLAN, JOEY FERNANDES, CHERYL FIELLO, MAUREEN LEMOS, MIKE NEWELL, HEIDI NUNES, PATRICK SCHALLBERGER, BRAD SCOTT, ARLENE VANDEREYK, ARLIN VAN GRONINGEN; NAYS: NONE; ABSTAIN: NONE, ABSENT: DOMENIC CARINALLI, FRED DENIER, STACY HEATON, STEPHEN MADDOX, TYLER RIBEIRO, DENNIS ROBERTS, HEM SHAH, RICHARD SHEHADEY, STEPHEN WESTSTEYN (BOARD MOTION 2023-3-16 BD#1).**

### Financial Report for the Period July 1, 2022 through February 28, 2023

Mr. Blote reviewed the comparative statements of net position as of February 28, 2023 and 2022. Total liabilities and net position were \$9,145,164 for the current year as compared to \$9,214,255 the prior year.

Mr. Blote reviewed the summary statements of Revenues, Expenses and Changes in Net Position for the period July 1, 2022 through February 28, 2023. He also reviewed individually the statement of expenses for Program Services, Research and Industry Relations, Administration and Overhead. Total revenues through February 28, 2023 were \$4,360,014 and total expenses were \$4,559,008 for a decrease of \$198,994 in net position.

### Cash and Investments for the Months Ending February 28, 2023 and 2022

Mr. Blote reviewed the total cash and investments for February 2023 and 2022. Total cash and investments were \$4,061,909 for 2023 as compared to \$5,123,552 for 2022.

## Assessment Revenue Projections 2023-2024

Ms. Amy DeLisio led a conversation around the projected assessment revenue for the 2023-2024 year. After the conversation, it was recommended to use the current assessment rate and flat assessment revenue projection for budgeting purposes for 2023-2024. This will be reviewed and approved by the Executive Committee and Full Board in June 2023.

**IT WAS MOVED BY JOEY FERNANDES AND SECONDED BY ARLENE VANDEREYK TO APPROVE THE FINANCIAL REPORTS FOR THE YEAR JULY 1, 2022 THROUGH FEBRUARY 28, 2023, AND TO PROJECT ASSESSMENT REVENUE AS FLAT FOR THE 2023-2024 BUDGETS AND RE-EVALUATE AT THE JUNE 2023 MEETING. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, JOHN DOLAN, JOEY FERNANDES, CHERYL FIELLO, MAUREEN LEMOS, MIKE NEWELL, HEIDI NUNES, PATRICK SCHALLBERGER, BRAD SCOTT, ARLENE VANDEREYK, ARLIN VAN GRONINGEN; NAYS: NONE; ABSTAIN: NONE, ABSENT: DOMENIC CARINALLI, FRED DENIER, STACY HEATON, STEPHEN MADDOX, TYLER RIBEIRO, DENNIS ROBERTS, HEM SHAH, RICHARD SHEHADEY, STEPHEN WESTSTEYN (BOARD MOTION 2023-3-16 BD#2).**

## Salary Schedule Approval

Ms. DeLisio shared with the board new and updated positions within the organization and the new Salary Schedule for approval.

**IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY VANCE AHLEM TO APPROVE THE ADDITIONAL SALARY SCHEDULE. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, JOHN DOLAN, JOEY FERNANDES, CHERYL FIELLO, MAUREEN LEMOS, MIKE NEWELL, HEIDI NUNES, PATRICK SCHALLBERGER, BRAD SCOTT, ARLENE VANDEREYK, ARLIN VAN GRONINGEN,; NAYS: NONE; ABSTAIN: NONE, ABSENT: DOMENIC CARINALLI, FRED DENIER, STACY HEATON, STEPHEN MADDOX, TYLER RIBEIRO, DENNIS ROBERTS, HEM SHAH, RICHARD SHEHADEY, STEPHEN WESTSTEYN (BOARD MOTION 2023-3-16 BD#3).**

## 2022-2023 Success Plan Report - continued

Ms. Kristal Shelden, Nutrition Science, Program Director, shared that Dairy Council continues to build a platform to advocate for milk and dairy's role in healthy, sustainable eating patterns. She shared some of the successes and engagements that have happened this year to date. She stated that the Dietary Guidelines process and school meals continue to get a lot of focus. She shared that Dairy Council's Dairy Ag Literacy is expanding its audiences to include community dairy agriculture events, farm tours with University academics, dairy exhibits and the DairyUp App, along with various dairy industry collaborations.

Ms. Miranda Blagg, Industry Relations Coordinator, presented on the Dairy Farm to School Nutrition Champions, highlighting the opportunity to host 32 school nutrition leaders from across the country as part of the School Nutrition Association's Industry Conference in San Diego in partnership with the National Dairy Council and the School Nutrition Association for a unique dairy farm tour experience. The group was also given the opportunity to experience the Mobile Dairy Classroom Assembly. She shared that our local Community Nutrition Advisor showcased the unique local collaborations that bring the Let's Eat Healthy initiative and dairy's role in Farm to School, thru successes in San Diego County.

## Nominating Committee Update

Mr. Brad Scott, the Nominating Committee Chairman, provided a report that the committee will stay the same, members will be Curt DeGroot and Arlene VanderEyck, he stated there are no current open positions.

## Project Presentations

Ms. Shannan Young and Mr. Alex Vigil provided an update on the projects informing the development of the 5-Year Business Model under the Organization Health Strategy.

Mr. Alex Vigil shared the movement towards a new customer relationship management solution and the future of customer engagement. He shared that projected future needs and adapting to current information technology needs will play an important role; ultimately taking less time and becoming more efficient will be key. He shared that the next steps will be to maximize our engagements as we move to a digital-first future and continue to improve our efficiencies.

Ms. Shannan Young shared the recommendations from a recent school situational analysis that looked systematically to identify changes to the school environment that will impact nutrition education and subsequently the opportunities to target new approaches for the next 3-10 years. She also shared recommendations from the analysis of the complementary nutrition education tools available to schools and on the progress to date for redefining our regional staffing model. Modernizing the workforce for education, advocacy and community engagement, and implementing a successful digital transformation are a few of the findings and recommendations that are being analyzed to prioritize and plan for the 5-Year Business Model and the 2023-2024 Success Plan. Activation will begin at the beginning of the new fiscal year that will ensure dairy's role in sustainable, healthy eating patterns well into the future.

## Presentation

Ms. Lauren Twigge, the founder of Lauren Twigge Nutrition LLC, presented to the board on Food as/is Medicine and dairy's role and its role in social media. Stating that the internet and social media are growing sources of health and wellness information and that not all information is quality information and that Influencers are becoming health educators.

## CDFA Report

Mr. Dennis Manderfield shared CDFA's recent appointment to the Producer Review Board.

## Chairman's Report

Chairman Dolan thanked everyone for their presentations and participation. Also, thanked everyone involved with Amy's successful onboarding.

## Adjourn for Day

The meeting adjourned for the day at 3:48 p.m.

## **Friday, March 17, 2023**

Chairman Dolan reconvened the meeting at 8:03 a.m. where he welcomed everyone back.



### Dairy Council of CA Trends

Ms. Ashley Rosales, Nutrition Science Officer shared the history behind the Dairy Council of CA Trends process, stating the trends helps us best identify the most strategic paths forward, embrace important, emerging opportunities, and proactively redirect threats.

Ms. Kristal Shelden presented Dairy Council of CA's annual nutrition trends report that will be utilized in the success planning process. She highlighted the top-four trends that will be considered during planning to help develop strategies, optimize opportunities and minimize threats.

### Force Field Analysis

Mr. Steve Swafford with Leadership Outfitters facilitated the board through a force field analysis identifying the challenges and opportunities to be considered for strategic planning.

### 2023-2024 Strategic Success Planning

Ms. Amy DeLisio introduced the strategic success planning session, opening with the Social Ecological Model as the foundation, and presented the Vision, Cause, Organizational Statement, Values, Key Partnerships, and Key Strategies for the next fiscal year. She shared that the plan will give us the foundation and flexibility to accomplish the outcomes we are striving toward.

Ms. Shannan Young, Partnerships & Programs Officer, and Ms. Ashley Rosales, Nutrition Science Officer, shared the 2023-2024 strategies and objectives for the upcoming fiscal year.

Ms. Young, Ms. Rosales, and Mr. Vigil facilitated breakout group dialogue with the board members to help gain input and guide planning for the next fiscal year. There were group reports back to the full board.

Ms. DeLisio reported the next steps will be to finalize the overarching plan and share the outcome of the board meeting with staff members who will then generate a more detailed plan that includes the budget, strategies and measures for board approval in June. She is starting a Research Committee to review research opportunities for Dairy Council of CA to fund in the future. Curt DeGroot and Vance Ahlem indicated that they are interested. She stated if any member would like to be a part of the committee to please connect with her.

### Adjourn

Chairman Dolan adjourned the meeting at 11:07 a.m.

Submitted By:   
Amy DeLisio  
Chief Executive Officer