



# Dairy Council of California®

## Board of Directors Meeting

Embassy Suites (100 Capitol Mall, Sacramento)

Thursday, June 13, 2024 | 1:00-4:45 p.m. | River City Ballroom

Friday, June 14, 2024 | 8:00-11:05 a.m. | River City Ballroom

**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 13, 2024 – River City Ballroom

1. Call to Order – *Curt DeGroot, Chairman* 1:00 p.m.
2. Standards of Performance, Anti-Trust Statement and Approval of the March 14-15, 2024, Minutes – **Tab 1** 1:10 p.m.  
*(Motion to approve the March 14-15, 2024, full Board Minutes)*
3. Public Comments 1:15 p.m.
4. CEO Report – *Amy DeLisio, MPH, RDN, CEO* 1:20 p.m.
  - Board Engagement Activity
  - California Dairy Sustainability Summit Highlight
5. 2023-2024 Financial Report through May 31, 2024 – **Tab 2** 1:40 p.m.  
*Matthew Delgado, Operations Officer*  
*(Motion to approve the 2023-2024 Financial Report & Cash Investments through May 31, 2024)*
6. DCC Brand Refresh – *Alex Vigil, Marketing & Digital Program Director* 1:55 p.m.  
**Virtual Guest Speakers:**  
*Mike Miller, President, Brown Miller Communications*  
*Nicole Shorter, Creative Strategist, Brown Miller Communications*  
*Marco Hernandez, Creative Director, MHC United*
- Milk Punch Break** 2:35 p.m.
7. 2023-2024 Success Plan Report – **Tab 3** 2:50 p.m.  
*Shannan Young, RDN, SNS, Partnerships & Programs Officer*
8. Success Plan in Action Gallery Walk 3:05 p.m.
  - **Partnerships & Collaborations – Society for Nutrition Education and Behavior & Let’s Eat Healthy**  
*Alyssa McClelland, MS, Partnerships & Programs Program Director*  
*Sonia Fernandez, MA, Let’s Eat Healthy Program Manager*
  - **Education & Advocacy – First 1,000 Days**  
*Megan Holdaway, RDN, Nutrition Science Program Manager*

*Sandra Torres, MPH, Special Projects Program Manager*

- **Operations – Office Move/ Transition & Marketing/Comms**  
*Kendall House, Operations Program Director*  
*Alex Vigil, Marketing & Digital Program Director*
- **Dairy Ag Literacy – Building Value for Dairy**  
*Efrain Valenzuela, MDC Program Director*  
*Lisa Larsen, Resource Content Development Program Manager*

9. Nominating Committee Report – *John Dolan, Committee Chairman* 4:05 p.m.
  - Appointment of the Nominating/Board Member Search Committee
10. CDFA Report – *Dennis Manderfield, Senior Agricultural Economist* 4:20 p.m.
11. Chairman’s Report – *Curt DeGroot, Chairman* 4:30 p.m.
12. Additional Public Comment 4:40 p.m.
13. Adjourn 4:45 p.m.

**Reception - 6:00 p.m. | Dinner - 7:00 p.m.**  
**Camden Spit & Larder (555 Capitol Mall #100, Sacramento)**

---

## Friday, June 14, 2024 – River City Ballroom

1. Call to Order – *Curt DeGroot, Chairman* 8:00 a.m.
2. Public Comments 8:05 a.m.
3. Advocating for Dairy’s Role in Nutrition Security 8:10 a.m.  
*Shannan Young, RDN, SNS, Partnerships and Programs Officer*  
**Guest Speaker: Dr. Betty Crocker, DrPh, MPH, RDN, SNS, Director of Child Nutrition, Lodi Unified School District and Let’s Eat Healthy Champion**
4. Collaboration Highlight: De Snayer Dairy Farm Tour 8:50 a.m.  
*Alyssa McClelland, MS, Partnerships & Programs Program Director*  
*Efrain Valenzuela, MDC Program Director*  
**Guest Speaker: Kori Dover, RD, Director of Food & Nutrition Outreach, California Beef Council**
5. DCC Policy Manual Updates and Administrative Policies Approval 9:30 a.m.  
*Kendall House, Operations Program Director*  
**(Motion to approve the updated DCC Policy Manual and Administrative Policies)**
- Break** 10:00 a.m.
6. 2024-2025 Strategic Success Plan – **Tab 4** 10:15 a.m.  
*Amy DeLisio, MPH, RDN, CEO*  
*Shannan Young, RDN, SNS, Partnerships and Programs Officer*
  - Cause and Vision + Strategic Priorities**(Motion to approve the DCC Cause and Vision and the 2024-2025 Strategic Success Plan)**

- |   |            |
|---|------------|
| 7. Closed Session pursuant to California Government Code 11126(a) and 11126(e) regarding the evaluation of performance and a Closed Session pursuant to California Government Code 11126(e)2024-2025<br><i>(Motion to approve)</i>  | 10:35 a.m. |
| 8. Open Session – Report on Closed Session  | 10:45 a.m. |
| 9. 2024-2025 Proposed Budget, 2024-2025 Organizational Salary – <b>Tab 5</b> Schedule and Assessment Rate – Amy DeLisio, MPH, RDN, CEO<br>Matthew Delgado, Operations Officer<br><i>(Motion to approve the 2024-2025 Organizational Salary and 2024-2025 Proposed Budget and Assessment Rate)</i> | 10:50 a.m. |
| 10. Board Meeting Evaluation Poll   | 10:55 a.m. |
| 11. Additional Public Comments  | 11:00 a.m. |
| 12. Adjourn   | 11:05 a.m. |

**Next Board of Directors Meeting - November 11-12, 2024, The Meritage, Napa**

**Anti-trust Statement** - The Dairy Council of California, its members and its 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 comments 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 the agenda and the 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.cdffa.ca.gov/mkt/mkt/>. *(select meeting notices)*

For further information regarding this meeting, please contact Rachel Otter, 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 Rachel Otter at 916-263-3560. Requests for reasonable accommodation should be made no later than three (3) days before the meeting.

*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 special accommodation, please contact Rachel Otter at (916) 263-3560 at least five days prior to the meeting date.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <https://it.cdffa.ca.gov/igov/postings/detail.aspx?type=Notices> for further information regarding the Agenda for this meeting, please contact Rachel Otter, Executive Assistant, Dairy Council of California, 1418 N Market Blvd, Ste 500, Sacramento, CA 95834 (916) 263-3560, [www.HealthyEating.org](http://www.HealthyEating.org).*

**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 14-15, 2024  
Temecula Creek Inn, Temecula, CA

PRESENT:

Chuck Ahlem	Michael Oosten
Vance Ahlem	Tyler Ribeiro
Laura Bosch	Dennis Roberts
Curt DeGroot, Chair	Patrick Schallberger (3/14/2024)
John Dolan (3/14/2024)	Brad Scott
Joey Fernandes (3/14/2024)	Hem Shah
Stacy Heaton	Richard Shehadey
Maureen Lemos	Pauline Tjaarda
Justin Leyendekker	Arlene VanderEyck, Vice Chair
Stephen Maddox	

ABSENT:

Domenic Carinalli, Jr.	Mike Newell
Cheryl Fiello	Leaine Souza

OTHERS  
PRESENT:

Matt Delgado, Dairy Council of California  
Amy DeLisio, Dairy Council of California  
Kendall House, Dairy Council of California  
Patrick Kelly, Shehadey Enterprise Solutions (3/14/2024)  
Lesley Kroupa, Roots of Change (3/15/2024)  
Mike Miller, Brown Miller Communications (3/14/2024, virtually)  
Rachel Otter, Dairy Council of California  
Trina Robertson, Dairy Council of California (3/15/2024)  
Ashley Rosales, Dairy Council of California  
Nicole Shorter, Brown Miller Communications (3/14/2024, virtually)  
Teresa Siles, Nuffer, Smith, Tucker (3/15/2024, virtually)  
Amariah Torres, Dairy Council of California (3/15/2024)  
Alex Vigil, Dairy Council of California (3/14/2024, virtually)  
Mirek Wilczek, California Department of Food and Agriculture  
Evy Young, OC Fair & Event Center, Centennial Farm (3/14/2024)  
Shannan Young, Dairy Council of California

## **Thursday, March 14, 2024**

### Call to Order

Chairman Curt DeGroot called the meeting to order at 1:04 p.m. and welcomed all.

### Standards of Performance, Anti-trust Statement and Approval of the November 13-14, 2023, Minutes

Chairman DeGroot asked the full board to review the Standards of Performance, Anti-trust Statement and the November 13-14, 2023, minutes.

**IT WAS MOVED BY JOHN DOLAN AND SECONDED BY RICHARD SHEHADEY TO APPROVE THE MINUTES OF THE BOARD MEETING FROM NOVEMBER 13-14, 2023. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: VANCE AHLEM, BRAD SCOTT, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, STACY HEATON, HEM SHAH, RICHARD SHEHADEY, STEPHEN MADDOX, PAULINE TJAARDA, JUSTIN LEYENDEKKER, MICHAEL OOSTEN, PATRICK SCHALLBERGER, TYLER RIBEIRO, JOHN DOLAN, JOEY FERNANDES, ARLENE VANDEREYK, DENNIS ROBERTS; NAYS: NONE; ABSTAIN: NONE; ABSENT: CHUCK AHLEM, LEAINE SOUZA, CHERYL FIELLO, DOMENIC CARINALLI, JR., MIKE NEWELL (BOARD MOTION 2024-03-14 BD#1).**

### Public Comments

None.

### Welcome New Board Members, Board Engagement Activity

Chairman DeGroot welcomed Mr. Michael Oosten, Marvo Holsteins Dairy, and Ms. Pauline Tjaarda, Tjaarda Dairy, to the board. Chairman DeGroot invited Mr. Oosten and Ms. Tjaarda to introduce themselves.

Ms. Amy DeLisio, Chief Executive Officer, conducted a group activity on board member engagement.

### CEO Report

Ms. DeLisio reported outcomes from the November 2023 board meeting which included increasing board engagement and creating a sense of community amongst board members. Ms. DeLisio provided high-level research project updates on two studies. The Needs Assessment and Feasibility Study for Inclusion of Culturally Appropriate Fermented Dairy Foods in the WIC Food Package and the Milk Type in Toddlers (Milk-TOT) Study: Evaluation of the Microbiome. Ms. DeLisio went on to explain how partnerships are expanding with the Legacy Health Foundation (\$25 Raley's and Nob Hill Something Extra vouchers to purchase whole milk foods for six months within the Gustine, CA community) and building a relationship with Northgate Gonzalez Markets and Orange County Health Care Agency in Orange County as they host in-store tours. Ms. DeLisio reviewed the industry meetings she attended and publications with Dairy Council of CA articles including a live recording of a podcast with Dairy Foods on the topic of dairy vs plant-based beverages that will be released in April.

### Nominating Committee Update

Mr. John Dolan, Nomination Committee Chairman, explained the Executive Committee recommended the final revised Nomination and Preference Voting Procedures to the Department for the Department's final consideration and approval.

Mr. Dolan and members of the committee, Mr. Brad Scott and Ms. Arlene VanderEyck will review the open board positions and those members whose term expires on October 31, 2024. Nominations will go out in August. Mr. Dolan announced the resignation of Ms. Heidi Nunes, Leprino Foods, from the board (effective March 13, 2024). The Nominating Committee will reach out to Leprino Foods for a nomination as well as Clover Sonoma.

### 2023-2024 Financial Report for the period July 1, 2023, through February 29, 2024

Mr. Matthew Delgado, Operations Officer, reviewed the comparative statements of net position as of February 29, 2024, and February 28, 2023. The total liabilities and net position were \$6,925,996 for the current year and \$9,145,164 for the prior year.

Mr. Delgado reviewed the summary statements of Revenues, Expenses and Changes in Net Position for the period of July 1, 2023, through February 29, 2024. He also reviewed individually the statement of expenses for all departments. Total revenues through February 29, 2024, were \$4,309,549 and total expenses were \$4,621,187 for a decrease of \$311,639 in net position.

### Cash and Investments for the Months Ending February 29, 2024, and February 28, 2023

Mr. Delgado reviewed the total cash and investments for February 2024 and February 2023. Total cash and investments were \$2,489,890 for 2024 as compared to \$3,063,668 for 2023.

**IT WAS MOVED BY DENNIS ROBERTS AND SECONDED BY STEPHEN MADDOX TO APPROVE THE 2023-2024 FINANCIAL REPORT THROUGH FEBRUARY 29, 2024. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: VANCE AHLEM, BRAD SCOTT, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, STACY HEATON, HEM SHAH, RICHARD SHEHADEY, STEPHEN MADDOX, PAULINE TJAARDA, JUSTIN LEYENDEKKER, CHUCK AHLEM, MICHAEL OOSTEN, PATRICK SCHALLBERGER, TYLER RIBEIRO, JOHN DOLAN, JOEY FERNANDES, ARLENE VANDEREYK, DENNIS ROBERTS; NAYS: NONE; ABSTAIN: NONE; ABSENT: LEAINE SOUZA, CHERYL FIELLO, DOMENIC CARINALLI, JR., MIKE NEWELL (BOARD MOTION 2024-03-14 BD#2).**

### Operations Update

Ms. Kendall House, Operations Program Director, reviewed updates concerning the digital forward transition of resources and community communication to ensure a smooth transition. Ms. House reported the status of the office move to a reduced square footage commercial building located less than a mile from the current address. Ms. House provided an update on the status of being in the final stages of selecting a third-party logistics vendor for warehouse fulfillment services, also she updated the board on the status of moving to cloud-based servers being completed before the office move.

Mr. Alex Vigil, Marketing & Digital Program Director, joined the board meeting virtually along with Brown Miller Communications consultant, Mike Miller, to review the accomplishments of the Branding Workgroup to date. In addition to the Dairy Council of CA staff, Chairman DeGroot and Ms. Leaine Souza are members of the Workgroup. Mr. Vigil and Mr. Miller reviewed the research activities completed, including conducting 10 key informant interviews with a wide variety of audiences including board members. The topline report from the key informant interviews includes findings that staff are knowledgeable, passionate and connected. All those interviewed value the commitment to who the Dairy Council of CA is and what is accomplished in providing nutrition education. One of the Dairy Council of CA's greatest assets is that nutrition education is science-based.

The current phase of the rebrand includes the development of a mood board, concepting and creating initial designs. The next steps include refinement of the top design and color, moving into testing and then presenting the new logo at the June board meeting. A brand style guide will accompany the new logo along with materials and the full rollout.

#### 2023-2024 Success Plan Report

Ms. Shannan Young, Partnerships & Programs Officer, reviewed the refinement of the Spectrum of Engagement since reviewed in November 2023 by categorizing contacts as Champions from Bronze to Platinum with over 3,700 members and over 14,000 in the community. Dairy-inclusive nutrition education has reached over 1.7 million Californians with a goal to reach 2.98 million this year. PBS relaunched the Let's Eat Healthy Together video series in the Los Angeles area reaching another 1.4 million not included in the 1.7 million. Let's Eat Healthy Together: Explore Dairy videos have over 13,000 views already. The Dairy Council of California's YouTube channel added 11,000 subscribers during the fiscal year 2023-24.

The Mobile Dairy Classroom (MDC) has six instructors covering most of California. In FY 2023-24, MDC reached 417 on-location sites, 97 sites were reached virtually, and 20 Ag Days were conducted. As of January 31, 2024, over 200,000 students were reached in person. For the first time, an MDC Assembly was offered to over 900 virtual attendees by using the American Sign Language.

National Milk Day was celebrated at the Orange County Fair & Event Center's Centennial Farm on January 11, 2024. Scott Bros Dairy provided milk for 159 students to participate in a milk toast as part of the assembly.

Ms. Ashley Rosales, Nutrition & Industry Affairs Officer, explained as shifts in education become digital forward, Dairy Council of CA shifts for greater impact through thought leadership and advocacy. The Dairy Council of CA equips Champions for action. Dairy Council of CA submitted public comments on the Dietary Guidelines for Americans.

Marketing and Communications continue to provide tailored newsletters, campaigns and social media posts to keep engagement high within communities through targeted campaigns. World School Milk Day brought a lot of engagement with the community.

Partnerships with organizations and collaboration allow Dairy Council of CA to share a unique experience with organizations and groups within the committees participating.



This is a great way to leverage funding. One such collaboration is with Raley's/ Nob Hill, which is a key retail partner in the My First 1000 Days: Dairy Initiative, a special grant project awarded by the Legacy Health Endowment. The program provides digital vouchers for participants in Gustine, CA to purchase age-appropriate dairy foods for their young children.

#### Let's Eat Healthy Celebration and Awards

Ms. Young introduced two award winners: Ms. Evy Young and Mr. Patrick Kelly. Ms. Young, Orange County Fair & Event Center at Centennial Farm, is a Let's Eat Healthy Community Grantee who partnered with Dairy Council of CA to enhance dairy education. Ms. Young briefly spoke about the education and activities held at Centennial Farm and thanked the board and the Dairy Council of CA.

Mr. Kelly, Shehadey Family Foods, LLC, is one of seven winners of the Let's Eat Healthy Leadership Awardees. Mr. Kelly works with school boards, teams, kids, school food service and many others with over 22 years with Shehadey Family Foods. Mr. Kelly spoke briefly and thanked the board and the staff at Dairy Council of CA.

#### California Department of Food and Agriculture Report

Mr. Mirek Wilczek, CDFA, reported that the final Nomination and Preference Voting Procedures are under review and should be approved by August 2024.

#### Chairman's Report

Chairman DeGroot thanked all for their participation. Chairman DeGroot announced the change of venue for the reception and dinner.

#### Additional Public Comment

None.

#### Adjourn

Chairman DeGroot adjourned the meeting at 4:09 p.m.

### **Friday, March 15, 2024**

#### Call to Order

Chairman Curt DeGroot reconvened the meeting at 8:01 a.m.

#### Public Comments

None.

#### Trends, Food Foresight and Policy Scan

Ms. Rosales shared a video created in partnership with Dairy Cares and funding from the California Cattle Council, on sustainable nutrition, focusing on California's "Planet-Smart Dairy".

Ms. Rosales shared that information presented on key trends can be utilized for success planning, to ensure opportunities for dairy and redirect potential barriers. She introduced Ms. Teresa Siles, Nuffer, Smith, Tucker, to discuss food foresight trends impacting the industry, which includes 'Social Disintegration Syndrome' Running Rampant, declining trust, polarization, and generational divides eroding the American

society. Government involvement in food and agriculture grows. Opportunities exist in ag-tech, climate change mitigation, and distribution channels.

- Trend #1: Climate Change has Reached 'Oh Sh\*t' Levels – And Young People Want Action – The global threat of climate change and extreme weather events is affecting more people than ever before. Young people are demanding action to address the environmental degradation they have inherited. Rising heat and water scarcity pose significant risks to agriculture, but also opportunities for revenue through government incentives.
- Trend #2: Artificial Intelligence is Off to the Races – Benefits and Risks are Just Beginning to Unfold. ChatGPT by Open AI has popularized AI, but concerns remain about privacy, biases, and energy usage. AI can improve efficiency in food and agriculture, but data sharing and investments are needed. Ensuring credible AI information and guiding consumer choices are emerging priorities.
- Trend #3: Value-Based Health Care is Breathing New Life into Food as Medicine. The importance of food as medicine is gaining recognition due to the rise in diet-related diseases and increasing healthcare costs. Medically tailored meals, groceries, and food prescription programs are becoming more prevalent. Major companies like CVS, Walgreens, Amazon, and Walmart have implemented food-as-medicine programs.

Ms. Rosales continued the discussion on the top four trends the Dairy Council of CA compiled which include:

- Trend #1: Demographic shifts have long-term impacts. The number of births in California has decreased by 26% between 2007 and 2021, while the older adult population is projected to reach 80.8 million by 2040. Considering these demographic changes is crucial for the long-term success of businesses, particularly in the agricultural sector.
- Trend #2: Concern about climate change and slow progress towards global sustainability goals highlight the need for innovative solutions. Sustainability in food choices is a top priority, and school meals are being targeted for implementing sustainable practices. While interest in sustainable diets is increasing, there are mixed messages about personal food choices and their impact on the environment.
- Trend #3: Whole milk and dairy foods continue to show positive impacts on health. Scientific research is validating the positive impact of full-fat dairy on chronic diseases, driving the value of whole-fat dairy. Whole-fat dairy consumption is increasing due to shifting values and cultural familiarity.
- Trend #4: The healthcare and education sectors are adapting to rapid advances in artificial intelligence technology. The education sector is adapting to AI's potential, with the launch of the ChatGPT system leading to concerns about plagiarism, but these fears are diminishing. In healthcare, professionals are starting to use AI for tasks like data entry and medical research, though issues around patient privacy remain. Regulation is needed to guide AI's use, with recommendations from the US Department of Education, the American Medical Association, and the National Academy of Medicine. California is also taking steps to prepare for AI progress. Continuous updates and improvements to policies and guidelines are necessary as AI technology advances.

Ms. Rosales introduced Ms. Lesley Kroupa, Roots of Change, to continue with an update on the current and future policy landscape. In the federal fiscal year 2024, six of eight agriculture bills passed by March 6. In the fiscal year 2025, the United States Department of Agriculture will receive \$22.4 billion. The Farm Bill expired in the fall of 2023 but received a one-year extension. Factors impacting the Farm Bill not moving to pass include changes in the House's open amendment and leadership changes, economy, elections, etc. The Inflation Reduction Act includes the thrifty food plan, commodity credit corporation, nutrition and anti-hunger programs cause contention around funding.

At the state level, all Bills were introduced. The Governor's proposed budget was released in January where it proposed a 7% cut to climate funding, but most safety net funding remains. CDFA is going through the process of redefining regenerative agriculture. Mr. Tyler Ribeiro, Rib-Arrow Dairy, recommended board members to go to Sacramento or join virtually to advocate to not reduce programs supporting food.

#### Deepening Engagement Through Data

Ms. Trina Robertson, Evaluation & Impact Manager, and Ms. Amariah Torres, Data Analyst, introduced the Engagement Model objectives. Some shifting perspectives include moving the model beyond five food groups to have dairy be the focus to enhance dairy as central to a healthy eating pattern. The new approach allows us to quantify engagement and identify the breadth of relationships. This model is based on the Association Analytics model. Identified three pieces to create the Model: CRM data source, cleaned the data, assigned engagement level. Champion support includes thought leaders doing work on behalf of the Dairy Council of CA. Champion spotlights included Kori Dover, California Beef Council, and Dr. Karen Lindsay (research project in collaboration with the Dairy Council of CA on the First 1,000 Days during the pandemic). Some insights include learning how to input data in a better way to assess people appropriately. The next steps include showing appreciation for the Champions and developing an Engagement Model at the organizational level.

#### 2024-2025 Success Plan Overview

Ms. DeLisio introduced the updated Dairy Council of CA vision statement and clause to include a wider reach globally and extend community reach too.

The four Key Strategies (Dairy Ag Literacy, Education and Advocacy, Thriving Organization, Partnerships and Collaborations) are continuing but moving further into the advocacy space. Dairy Council of CA will continue to look at functional health benefits, sustainable nutrition, nutrition security and nutrition for key life stages. Key audiences include partnerships by sector/priority life stages.

Mr. Delgado presented the Thriving Organization Strategies including diversity, equity, inclusion and access will include cultural aspects, measure impact, strategic, focused marketing messaging, optimize our fiscal stability, strengthen Dairy Council of CA's infrastructure, organizational structure and invest in the team.

Ms. Young informed the board that Dairy Ag Literature will continue to build value in innovation and sustainable nutrition. The Mobile Dairy Classroom will continue to be the flagship program including virtual assemblies. Continuing efforts to further integrate milk

and dairy foods into Farm to School initiatives. Identify key opportunities to showcase experiential farm tours and dairy exhibits.

Ms. Rosales presented on the partnerships and collaborations that include co-creating tools, programs and resources to ensure dairy inclusion, fund independent research and local initiatives to address opportunities to support milk and dairy foods, facilitate convenings with thought leaders that foster multi-sector actions to elevate dairy, active and elevate Let's Eat Healthy Champions as trusted messengers and spokespeople. Education and advocacy translate research to advance the value of milk and dairy foods in dietary recommendations and equip thought leaders with the knowledge to advocate for milk and dairy foods.

Key outcomes include partners facilitating dairy-inclusive nutrition literacy for children and communities, community members developing skills to advocate for dairy-inclusive nutrition and Champions engaging in actions to advance milk and dairy foods.

#### Board Activity: Success Plan Input

The board members broke out into four groups to address and discuss the Key Strategies and rotated so everyone had a chance to add ideas and comment on each strategy. Facilitators included Ms. Robertson, Mr. Delgado, Ms. Young and Ms. Rosales.

#### Assessment Revenue Projections 2024-2025, Salary Schedule Approval

Ms. DeLisio reported the next steps will be to finalize the 2024-2025 Success Plans with staff and provide a more detailed plan which includes budget, strategies and outcomes for board approval at the June 2024 meeting.


**IT WAS MOVED BY CURT DEGROOT AND SECONDED BY DENNIS ROBERTS TO PROJECT ASSESSMENT REVENUE AS FLAT FOR THE 2024-2025 BUDGETS AND RE-EVALUATE THEM AT THE JUNE 2024 BOARD MEETING. ALSO APPROVE THE UPDATED SALARY SCHEDULE AS PRESENTED. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: VANCE AHLEM, BRAD SCOTT, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, STACY HEATON, HEM SHAH, RICHARD SHEHADEY, STEPHEN MADDOX, PAULINE TJAARDA, JUSTIN LEYENDEKKER, CHUCK AHLEM, MICHAEL OOSTEN, TYLER RIBEIRO, ARLENE VANDEREYK, DENNIS ROBERTS; NAYS: NONE; ABSTAIN: NONE; ABSENT: LEAINE SOUZA, CHERYL FIELLO, DOMENIC CARINALLI, JR., MIKE NEWELL; PATRICK SCHALLBERGER, JOEY FERNANDES, JOHN DOLAN (BOARD MOTION 2024-03-15 BD#3).**

#### Additional Public Comment

None.


#### Adjourn

Chairman DeGroot adjourned the meeting at 11:28 a.m.

Submitted By:   
Amy DeLisio  
Chief Executive Officer

**Certification**

I, Amy DeLisio, Chief Executive Officer of the Dairy Council of California, do hereby certify that, to the best of my knowledge, the foregoing is a true and correct copy of the minutes of a meeting of the Board of Directors held on March 14-15, 2024.

Submitted By:   
Amy DeLisio  
Chief Executive Officer