



Dairy Council of California
Board of Directors Meeting
June 10, 2021

Zoom Call Info:

<https://us02web.zoom.us/j/86566804007?pwd=WTFJYWVWbnNHVnBwd3o2RHVqRmIEUT09>

Meeting ID: 865 6680 4007

Password: 655303

1-669-900-6833

VISION: Ignite a passion for consuming milk and dairy foods.

CAUSE: To elevate the health of children and families in California through the pursuit of lifelong healthy eating habits.

Thursday, June 10, 2021

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| 1. | Call to Order and Introductions | 1:00 p.m. |
| | • <i>John Dolan, Chairman</i> | |
| 2. | Standards of Performance, Anti-Trust Statement and Approval of March 18-19, 2021 Minutes (Tab 1) | 1:05 p.m. |
| 3. | Public Comments | 1:10 p.m. |
| 4. | CEO Report – <i>Tammy Anderson-Wise, CEO</i> | 1:15 p.m. |
| 5. | Chairman’s Report – <i>John Dolan</i> | 1:25 p.m. |
| 6. | 2020-2021 Financial Report (Tab 2) | 1:35 p.m. |
| | • <i>Mike Blote, Director, Accounting + Finance</i> | |
| | ○ <i>2020-2021 Financial Report through May 31, 2021</i> | |
| 7. | Program Services 2020-2021 Year-End Report (Tab 3) | 2:00 p.m. |
| | • <i>Shannan Young, RDN, Program Director, Food Systems + Access</i> | |
| | Break | 2:20 p.m. |
| 8. | Virtual Poster Sessions | 2:30 p.m. |
| | • <i>Let’s Eat Healthy Activation, Tracy Mendez, RDN, Program Directors Nutrition Education</i> | |
| | ○ <i>Let’s Eat Healthy Awards, Renee Farias, Community Nutrition Adviser</i> | |
| | ○ <i>CMAB Milk Cooler Partnership, Phoebe Petersen, Supervisor, Community Nutrition Adviser</i> | |
| | • <i>Well Nourished Brighter Futures Outcomes, Ashley Rosales, RDN, Program Director, Nutrition Sciences</i> | |
| | ○ <i>Kristal Shelden, RDN, Project Manager</i> | |
| | ○ <i>Megan Holdaway, RDN, Project Manager</i> | |
| | • <i>Communications Year in Review, Maureen Bligh, RDN, Program Director, Resource Development + Marketing</i> | |
| | ○ <i>Rachel Bonachea, Communication Manager</i> | |
| | ○ <i>Alex Vigil, Program Manager, Marketing</i> | |

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| 9. Public Comments | 3:30 p.m. |
| 10. Adjourn | 3:35 p.m. |

Friday, June 11, 2021 – Full Board Meeting

Video-conference Information:

Meeting ID: 862 6456 9799

Password: 456502

<https://us02web.zoom.us/j/86264569799?pwd=Yi9rZ0E1cGt1dWFHVjVScs3a01JQT09>

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| 1. 2021-2022 Dairy Council of CA Success Plans (Tab 4) | 9:00 a.m. |
| • Overview, <i>Tammy Anderson-Wise</i> | |
| ○ <i>Key Strategies</i> | |
| <i>i. Let's Eat Healthy – Shannan Young</i> | |
| <i>ii. Customer Experience – Tracy Mendez</i> | |
| <i>iii. Nutrition Science – Ashley Rosales</i> | |
| <i>iv. Organizational Health – Maureen Bligh</i> | |
| 2. Adopt and Approve the 2021-2022 (Q1) Organizational Salary Schedule | 9:40 a.m. |
| • <i>Tammy Anderson-Wise</i> | |
| 3. 2021-2022 Proposed Budget and Assessment Rate (Tab 2) | 9:55 a.m. |
| • <i>Mike Blote</i> | |
| 4. Board vote to approve DCC Budget, Assessment Rate and Success Plan | 10:25 a.m. |
| Break | 10:55 a.m. |
| 5. Nominating/Search Committee Selection Recommendation Report (Tab1) | 11:05 a.m. |
| • <i>Brad Scott</i> | |
| ○ <i>Handler vacancies</i> | |
| 6. CDFA Report – <i>Dennis Manderfield, Senior Agricultural Economist</i> | 11:15 a.m. |
| 7. Public Comments | 11:25 a.m. |
| 8. Adjourn | 11:30 a.m. |

Next Board of Directors Meeting – November 15-16, 2021 Carmel Valley Ranch, Carmel

**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.cdffa.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.

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 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 18-19, 2021
Zoom Video

PRESENT: Chuck Ahlem
Domenic Carinalli
Kimberly Clauss Jorritsma
Curt DeGroot
Fred Denier
Sherrie DeVries
John Dolan
Joey Fernandes
Stephen Maddox (3/19/21)
Heidi Nunes

Erin Nutcher
Francis Pacheco
Tyler Ribeiro
Brad Scott
Richard Shehadey
Leaine Souza
Arlene VanderEyck
Arlin Van Groningen (3/18/21)
Mark Webster
Stephen Weststeyn

ABSENT: Stacy Heaton
Mike Newell

Adrienne Spohr

OTHERS Tammy Anderson-Wise, Dairy Council of California
PRESENT: Maureen Bligh, Dairy Council of California
Mike Blote, Dairy Council of California
Kendall House, Dairy Council of California
Jammie Lam, Dairy Council of California
Tracy Mendez, Dairy Council of California
Ashley Rosales, Dairy Council of California
Kristal Shelden, Dairy Council of California
Shannan Young, Dairy Council of California
Dennis Manderfield, CDFA
John Loehr, iRI Insights
John Talbot, CMAB
Dr. Anisha Patel, Associate Professor and Pediatrician at Stanford University
Dr. Lorraine Ritchie, University of California Division of Agriculture and Natural Resources

Thursday, March 18, 2021

Call to order

Chairman Webster called the meeting to order at 1:02 p.m. He welcomed everyone to the spring 2021 Dairy Council of CA Board of Directors meeting.

Standards of Performance and Approval of Minutes

Chairman Webster instructed the board to review the Standards of Performance and the anti-trust statement for the regularly scheduled spring meeting and the November 16-17, 2020 minutes for review and approval.

IT WAS MOVED BY KIMBERLY CLAUSS JORRITSMA AND SECONDED BY MIKE NEWELL TO APPROVE THE STANDARDS OF PERFORMANCE FOR THE SPRING MEETING, THE MOTION UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, DOMENIC CARINALLI, KIMBERLY CLAUSS JORRITSMA, CURT DEGROOT, FRED DENIER, SHERRIE DEVRIES, JOHN DOLAN, JOEY FERNANDES, HEIDI NUNES, ERIN NUTCHER, FRANCIS PACHECO, TYLER RIBEIRO, BRAD SCOTT, RICHARD SHEHADEY, LEAINE SOUZA, ARLENE VANDEREYK, ARLIN VAN GRONINGEN, MARK WEBSTER, STEPHEN WESTSTEYN; NAYS: NONE; ABSTAIN: NONE, ABSENT: STACY HEATON, STEPHEN MADDOX, MIKE NEWELL, ADRIENNE SPOHR (BOARD MOTION 2021-3-18 BD#1).

Nominating Committee

Ms. Kimberly Clauss Jorritsma, the Nominating Committee Chairwoman, provided an update for the recommendation of the Executive Committee to the full board to appoint John Dolan to Chairman with the resignation of Mark Webster due to Schreiber Foods selling their California plant. Ms. Kimberly Clauss Jorritsma also shared the recommendation of the Committee to appoint Arlin Van Groningen to the Executive Committee. Currently, there are 2 open Handler positions, interest in serving on the board has come from Hollandia Dairy, Inc. CEO, Patrick Schallberger.

IT WAS MOVED BY JOHN DOLAN AND SECONDED BY LEAINE SOUZA TO APPROVE THE EXECUTIVE COMMITTEES RECOMMENDATION TO APPOINT JOHN DOLAN TO THE CHAIRMAN POSITION AND ADD ARLIN VAN GRONINGEN TO THE EXECUTIVE COMMITTEE, AND UPON APPROVAL FROM THE SECRETARY OF CDFA, PATRICK SCHALLBERGER BE APPOINTED TO SERVE ON THE BOARD OF DIRECTORS. THE MOTION UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, DOMENIC CARINALLI, KIMBERLY CLAUSS JORRITSMA, CURT DEGROOT, FRED DENIER, SHERRIE DEVRIES, JOHN DOLAN, JOEY FERNANDES, HEIDI NUNES, ERIN NUTCHER, FRANCIS PACHECO, TYLER RIBEIRO, BRAD SCOTT, RICHARD SHEHADEY, LEAINE SOUZA, ARLENE VANDEREYK, ARLIN VAN GRONINGEN, MARK WEBSTER, STEPHEN WESTSTEYN; NAYS: NONE; ABSTAIN: NONE, ABSENT: STACY HEATON, STEPHEN MADDOX, MIKE NEWELL, ADRIENNE SPOHR (BOARD MOTION 2021-3-18 BD#2).

Financial Report for the Period July 1, 2020 through February 28, 2021

Mr. Blote reviewed the comparative statements of net position as of February 28, 2021 and 2020. Total liabilities and net position were \$8,931,800 for the current year as compared to \$8,323,822 the prior year.

Mr. Blote reviewed the summary statements of Revenues, Expenses and Changes in Net Position for the period July 1, 2020 through February 28, 2021. He also reviewed individually the statement of expenses for Program Services, Research and Industry Relations, Administration and Overhead. Total revenues through February 28, 2021 were \$4,254,690 and total expenses were \$3,978,262 for an increase of \$276,428 in net position.

Cash and Investments for the Months Ending February 28, 2021 and 2020

Mr. Blote reviewed the total cash and investments for February 2021 and 2020. Total cash and investments were \$4,993,401 for 2021 as compared to \$4,791,422 for 2020.

Out of State Sales as of February 28, 2021 and 2020

Mr. Blote reviewed the primary clients and total out-of-state sales for February 28, 2021 and 2020. Total sales were \$3,700 for the current year as compared to \$21,997 for the prior year.

Selection of Audit Firm

Mr. Blote shared that we currently finished the second year of a three-year contract with Gilbert and Associates to conduct the Financial Audit. It was recommended by the Executive Committee to continue using Gilbert and Associates for the third year.

Assessment Revenue Projections 2021-2022

Mr. Blote shared a recommendation from the Executive Committee to project the assessment revenue for the 2021-2022 year as flat and re-evaluate at the June 2021 meeting.

IT WAS MOVED BY JOHN DOLAN AND SECONDED BY LEAINE SOUZA TO APPROVE THE FINANCIAL REPORTS FOR THE YEAR JULY 1, 2020 THROUGH FEBRUARY 28, 2021, CONTINUE USING GILBERT AND ASSOCIATES FOR THE FINANCIAL AUDIT AND TO PROJECT ASSESSMENT REVENUE AS FLAT FOR THE 2021-2022 BUDGETS AND RE-EVALUATE AT THE JUNE 2021 MEETING. THE MOTION UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, DOMENIC CARINALLI, KIMBERLY CLAUSS JORRITSMA, CURT DEGROOT, FRED DENIER, SHERRIE DEVRIES, JOHN DOLAN, JOEY FERNANDES, HEIDI NUNES, ERIN NUTCHER, FRANCIS PACHECO, TYLER RIBEIRO, BRAD SCOTT, RICHARD SHEHADEY, LEAINE SOUZA, ARLENE VANDEREYK, ARLIN VAN GRONINGEN, MARK WEBSTER, STEPHEN WESTSTEYN; NAYS: NONE; ABSTAIN: NONE, ABSENT: STACY HEATON, STEPHEN MADDOX, MIKE NEWELL, ADRIENNE SPOHR (BOARD MOTION 2021-3-18 BD#3).

Program Services Report

Ms. Maureen Bligh, Program Director, Marketing and Communications, reviewed the progress and successes representing the organization's collective efforts from October 1, 2020 – January 31, 2021. The presentation highlighted the impacts and outcomes as well as the strategies, activities and measures that lead the outcomes.

Ms. Tracy Mendez, Program Director, Nutrition Education and Resource Development highlighted recent examples of partnerships that showed stakeholder value for Dairy Council of CA expertise and leadership in nutrition education. Partnerships resulted in advocacy for nutrition education and the use of Dairy Council of CA resources.

Ms. Jammie Lam, Community Nutrition Adviser, shared a regional collaboration with CalFresh Healthy Living Program that has had statewide influence. A series of 34 videos that elevates healthy eating was produced out of this collaboration that is an asset for delivering education throughout the state.

Ms. Bligh shared a successful outcome achieved by Dairy Council of CA staff who serve as leaders at the California Academy of Nutrition and Dietetics. During a sponsored session at the California Academy inaugural Leadership Summit, Dairy Council of CA was recognized for expertise in nutrition education and for using best practices launching a community health initiative.

Pilot Study

Ms. Ashley Rosales, Program Director, Nutrition Science + Trends, Dr. Lorrene Ritchie, Ph.D., RD, Director, Nutrition Policy Institute, University of California Agricultural and Natural Resources, and Dr. Anisha Patel, MD, MSPH, MSHS, Associate Professor and Pediatrician, Stanford University shared a Pilot Study looking at the feasibility of a clinical research trial to better understand the effect of milk types on child health outcomes.

Presentation

Mr. John Talbot, CEO of the California Milk Advisory Board presented on the California Dairy Innovation Center, he stated it is a collaboration of dairy producers, processors, universities and brand marketers that will focus on coordinated scientific research supporting dairy innovation, industry training and develop new workforce candidates.

Presentation

Mr. John Loehr, IRi Client Insights presented the key findings for the year in review of the retail dairy shopper. Top trends included shifts in the consumer behaviors due to COVID-19, eating more at home, baking and cooking. Mr. Loehr shared the plant-based trends and the outlook for what 2021 will hold.

CDFA Report

Mr. Dennis Manderfield shared that the ballots for the future of the Quota implementation plan have been mailed out and are due back on June 1, 2021.

Chairman's Report

Mr. Mark Webster informed the board that Ms. Adrienne Spohr has resigned from her position at Clover Sonoma, so will be leaving the board. He mentioned that a decision on the logistics for the June 2021 meeting will be decided in early May.

Adjourn for Day

The meeting adjourned for the day at 4:05 p.m.

Friday, March 19, 2021

Chairman Webster reconvened the meeting at 9:03 a.m.

Food Foresight, Dietary Guidelines for Americans + Dairy Council of CA Trends

Ms. Ashley Rosales shared the history behind the Dairy Council of CA Trends process. Ms. Teresa Siles with Nuffer, Smith, Tucker presented the recent top-five Food Foresight trends that could be taken into consideration for the next fiscal year's success planning conversation.

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 trends that will be considered during planning to help develop strategies, optimize opportunities and minimize threats.

Ms. Shelden shared the 2020-2025 Dietary Guidelines for Americans (DGA). She shared DGA is a critical policy document, informing the nutrition landscape in the U.S. and providing federal, evidence-based guidance on diets, nutrition and health for people across the lifespan.

2021-2022 Strategic Success Planning

Ms. Anderson-Wise introduced the strategic success planning session and presented the Vision, Cause, Values, and Priority Topics and the top impacts for the next fiscal year. She shared the plan gives us the foundation and flexibility to accomplish the impacts we are striving towards while remaining agile in this ever-changing and dynamic environment.

Ms. Shannan Young, Program Director, Food Systems and Access, shared the 2021-2022 top three strategies and the organizational health internal priorities for the upcoming fiscal year.

Ms. Bligh, Ms. Mendez, Ms. Rosales and Ms. Young facilitated breakout group dialogue with the board members to help gain input and guide planning for the next fiscal year.

Ms. Anderson-Wise 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 and strategies for board approval in June.

Adjourn

Chairman Webster adjourned the meeting at 11:51 a.m.

Submitted By: Tammy Anderson-Wise
Tammy Anderson-Wise
Chief Executive Officer

Certification

I, Tammy Anderson-Wise, 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 18-19, 2021.

Submitted By: Tammy Anderson-Wise
Tammy Anderson-Wise
Chief Executive Officer

