



Board of Directors Meeting

Thursday, March 14, 2024 | 1:00-4:40 p.m.

Friday, March 15, 2024 | 8:00-11:30 a.m.

Temecula Creek Inn, Temecula

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, March 14, 2024 – Sage 1 & 2

1. Call to Order – *Curt DeGroot, Chairman* 1:00 p.m.
2. Standards of Performance, Anti-Trust Statement and Approval of the November 13-14, 2023 Minutes – **Tab 1**
(Motion to approve the November 13-14, 2024 Minutes) 1:10 p.m.
3. Public Comments 1:15 p.m.
4. Welcome New Board Members, Board Engagement Activity 1:20 p.m.
Curt DeGroot, Chairman
Amy DeLisio, Chief Executive Officer
5. CEO Report – *Amy DeLisio, Chief Executive Officer* 1:35 p.m.
6. Nominating Committee Report 1:50 p.m.
John Dolan, Immediate Past Chair
(Motion to approve the Nominating Committee Process recommendations)
7. 2023-2024 Financial Report through February 29, 2024 – **Tab 2** 2:10 p.m.
Matthew Delgado, Operations Officer
 - Cash + Investments as of February 29, 2024 and February 28, 2023
(Motion to approve the year-to-date financial reports)
8. Operations Update – *Matthew Delgado, Operations Officer* 2:30 p.m.
Kendall House, Operations Program Director
 - Office Move
 - Warehouse
 - Brand Refresh – *Alex Vigil, Marketing & Digital Program Director (Virtually)*
 - **Virtual Speaker:** *Mike Miller, Brown Miller Communications*

Milk Punch Break

3:10 p.m.

9. 2023-2024 Dairy Council of California Success Plan Updates – **Tab 3** 3:30 p.m.
Shannan Young, Partnerships & Programs Officer
Ashley Rosales, Nutrition Science & Industry Affairs Officer
10. Let's Eat Healthy Celebration and Awards 4:10 p.m.
Shannan Young, Partnerships & Programs Officer
11. California Department of Food and Agriculture Report 4:20 p.m.
Mirek Wilczek, Senior Agricultural Economist
12. Chairman's Report – *Curt DeGroot, Chairman* 4:30 p.m.
13. Additional Public Comment 4:35 p.m.
14. Adjourn 4:40 p.m.

Sage Patio: Reception - 6:00 p.m. + Dinner - 7:00 p.m.

Friday, March 15, 2024 – Sage 1 & 2

1. Call to Order – *Curt DeGroot, Chairman* 8:00 a.m.
2. Public Comments 8:05 a.m.
3. Board Member Share-out 8:10 a.m.
4. Trends, Food Foresight & Policy Scan 8:40 a.m.
Ashley Rosales, Nutrition Science & Industry Affairs Officer
Guest Speaker: Teresa Siles, Nuffer, Smith, Tucker
Guest Speaker: Lesley Kroupa, Roots of Change
5. Deepening Engagement Through Data 9:30 a.m.
Trina Robertson, Evaluation & Impact Manager
Amariah Torres, Data Analyst
- Break 9:50 a.m.**
6. 2024-2025 Dairy Council of California Success Plan Overview – **Tab 4** 10:05 a.m.
Amy DeLisio, Chief Executive Officer
Shannan Young, Partnerships & Programs Officer
Ashley Rosales, Nutrition Science & Industry Affairs Officer
7. Board Activity: Success Plan Input 10:25 a.m.
Amy DeLisio, Chief Executive Officer
Shannan Young, Partnerships & Programs Officer
Ashley Rosales, Nutrition Science & Industry Affairs Officer
Matthew Delgado, Operations Officer
8. Review Budget Projections, Salary Schedule and Updated Job Grade/Classification Grid and Assessment Rate Projections and Discussion for 2024-2025 Success Plan 10:55 a.m.

Amy DeLisio, Chief Executive Officer
Matthew Delgado, Operations Officer

(Motion to approve the Budget Projection, Salary Schedule and Updated Job Grade/Classification Grid for 2024-2025 Success Plan)

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| 9. Board Meeting Evaluation Poll | 11:20 a.m. |
| 10. Additional Public Comments | 11:25 a.m. |
| 11. Adjourn | 11:30 a.m. |

Next Board of Directors Meeting - June 13-14, 2024 - Embassy Suites, Sacramento

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.

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 spring meeting:

1. Review current financial statement against budget and act on Executive Committee's recommendation
2. Receive program progress reports
3. Participate in strategic planning process
4. Review actions taken by the Executive Committee
5. Review other recommendations brought forth by the Executive Committee and/or C.E.O. and take appropriate action

Minutes of the Meeting of the
Board of Directors
Dairy Council of California
November 13-14, 2023
Hilton Santa Barbara Beachfront Resort, Santa Barbara, CA

PRESENT:

Chuck Ahlem (11/14/2023)	Vance Ahlem
Laura Bosch	Curt DeGroot
Domenic Carinalli, Jr.	Stacy Heaton (11/14/2023)
Maureen Lemos	Cheryl Fiello
Brad Scott	Michael Newell
Hem Shah	Richard Shehadey
Leaine Souza (11/13/2023)	

ABSENT:

Joey Fernandes	John Dolan
Justin Leyendekker	Heidi Nunes
Stephen Maddox	Dennis Roberts
Tyler Ribeiro	Patrick Schallberger
Arlene VanderEyck	

OTHERS
PRESENT:

Amy DeLisio, Dairy Council of California
Ashley Rosales, Dairy Council of California
Shannan Young, Dairy Council of California
Matt Delgado, Dairy Council of California
Kendall House, Dairy Council of California
Rachel Otter, Dairy Council of California
Dennis Manderfield, California Department of Food and Agriculture
Bessie O'Connor, Dairy Council of California (11/14/2023)
Daniela Martinez, Dairy Council of California (11/14/2023)
Kirsten Criswell, Santa Barbara County School Wellness Council (11/14/2023)
Steve Swafford, Leadership Outfitters (11/13/2023)
Steve James, California Milk Processor Board
Jennifer Giambroni, California Milk Advisory Board (11/14/2023)
Michael Boccadoro, Dairy Cares (11/14/2023)

Monday, November 13, 2023

Call to Order and Introductions of New Board Members

Vice Chairman Curt DeGroot (filling in for Chairman John Dolan) called the meeting to order at 1:05 p.m. and welcomed everyone to the fall 2023 Dairy Council of California Board of Directors meeting.

Public Comments

None

Standards of Performance, Anti-trust Statement and Approval of the June 15-16, 2023, Minutes

The motion to approve the June 15-16, 2023, minutes was moved to Tuesday, November 14, 2023, to have a quorum.

Dairy Council of California Updates

Ms. Amy DeLisio, Chief Executive Officer of the Dairy Council of California, introduced and welcomed two new board members, Ms. Laura Bosch of Bosch Dairy Farms, and Mr. Justin Leyendekker of Hoppy Cows Dairy.

Ms. DeLisio stated that the Department conducted a public hearing on September 6, 2023, to consider the continuation of the Dairy Council. The Dairy Council Law requires that such a hearing be conducted every five years. She further reported that the Department had recently approved the continuation of the Dairy Council for another five years based on the supportive testimony received for the public hearing. A short video of the hearing testimony was played.

Ms. DeLisio reported on the marketing and branding logo refresh to be completed within the current fiscal year. The logo refresh and rebrand will be led by an external entity with Dairy Council of California staff and board member involvement. Bids were submitted by multiple agencies all with a similar cost of +/- \$48k. The updated logo will include aspects such as Americans with Disabilities Act accessibility and diversity, equity, inclusion and accessibility to maintain trust, credibility and relevance. Mr. Richard Shehadey would appreciate the involvement and input on the logo redesign from dairy people. Ms. Amy DeLisio asked volunteers to reach out to her for participation in planning meetings.

2022-2023 Successes and Annual Report

Ms. Shannan Young, Partnerships and Programs Officer of the Dairy Council of California, reported on education, access and marketing and communications reach numbers plus high-level highlights from the 2022-2023 Annual Report. One highlight included the Dairy Council of California awarded \$20,000 through the 2022-2023 Let's Eat Healthy Community Grants pilot program with \$5,000 each going to four partners.

Ms. Ashley Rosales, Nutrition and Industry Affairs Officer of the Dairy Council of California, continued to report from the 2022-2023 Annual Report on advocacy and the successes of collaboration within the NextGen Scientist Program.

Guest Speaker: Board Governance/Engagement Training

Dr. Steve Swafford, Chief Executive Officer of Leadership Outfitters, led a highly interactive activity including a brief survey of the board members. Topics of the activity included values of a highly engaged board, values of a highly engaged board member, mental models, strengths-based SOAR (strengths, opportunities, aspirations, results) framework, board engagement themes and board engagement goals and tactics.

Additional Public Comment

None

Adjourn

Vice Chairman DeGroot adjourned the meeting at 4:01 p.m.

Tuesday, November 14, 2023

Call to Order and Approval of the June 15-16, 2023, Minutes

Vice Chairman Curt DeGroot reconvened the meeting at 1:00 p.m.

IT WAS MOVED BY VANCE AHLEM AND SECONDED BY MIKE NEWELL TO APPROVE THE MINUTES OF THE BOARD MEETING FROM JUNE 15-16, 2023. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: VANCE AHLEM, MIKE NEWELL, BRAD SCOTT, CHUCK AHLEM, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, CHERYL FIELLO, STACY HEATON, HEM SHAH, RICHARD SHEHADEY, DOMENIC CARINALLI, JR.; NAYS: NONE; ABSTAIN: NONE; ABSENT: ARLENE VANDEREYK, HEIDI NUNES, JOEY FERNANDES, JOHN DOLAN, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, PATRICK SCHALLBERGER, LEAINE SOUZA, STEPHEN MADDOX (BOARD MOTION 2023-11-14 BD#1).

Public Comments

None

Nominating Committee Update

Mr. Brad Scott, Chairman of the Nominating Committee, provided a report on the Committee's recommendations for the 2023-2024 appointments to the Executive Committee. Recommendations were as follows:

- Chairman: Curt DeGroot (current vicechair)
- Vice Chairwoman: Arlene Vander Eyk (current member-at-large)
- Immediate Past Chairman: John Dolan (current chairman)
- Member-at-Large: Joey Fernandes (current member-at-large)
- Member-at-Large: Mike Newell (current member-at-large)
- Member-at-Large: Brad Scott (current immediate past chairman)
- Member-at-Large: Stephen Maddox (to replace Stephen Weststeyn who is no longer a milk producer)

Mr. Scott also indicated that there are currently two mid-term producer vacancies on the Dairy Council Board of Directors. Mr. Scott suggested appointing Pauline Tjaarda and

Michael Oosten to fill the two producer vacancies on the Board of Directors since he had talked with both of them and confirmed their interest in serving.

IT WAS MOVED BY MIKE NEWELL AND SECONDED BY STACY HEATON TO APPROVE THE APPOINTMENT OF THE 2023-2024 EXECUTIVE COMMITTEE MEMBERS AS RECOMMENDED BY THE NOMINATING COMMITTEE AND TO RECOMMEND TO CDFA THE APPOINTMENT OF PAULINE TJAARDA AND MICHAEL OOSTEN TO FILL VACANT PRODUCER POSITIONS ON THE BOARD OF DIRECTORS. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: MIKE NEWELL, STACY HEATON, BRAD SCOTT, CHUCK AHLEM, VANCE AHLEM, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, CHERYL FIELLO, HEM SHAH, RICHARD SHEHADEY, DOMENIC CARINALLI, JR.; NAYS: NONE; ABSTAIN: NONE; ABSENT: ARLENE VANDEREYK, HEIDI NUNES, JOEY FERNANDES, JOHN DOLAN, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, PATRICK SCHALLBERGER, LEAINE SOUZA, STEPHEN MADDOX (BOARD MOTION 2023-11-14 BD#2).

Mr. Scott then reported that in recent years it has become increasingly difficult for the Department to obtain a sufficient number of nominations (particularly from producers) to fill all available positions on the Dairy Council Board. He indicated that because of this concerning trend, the Executive Committee had taken action to recommend changes to the Dairy Council Nomination and Voting Procedures (Procedures) with the goal of making the process of submitting a nomination easier and less confusing. It was noted that revisions to the Procedures may be implemented via a Dairy Council Board action followed by subsequent approval by the Department. Mr. Scott stated that the Executive Committee had recommended the following two specific changes to the Procedures for the Board's consideration.

- Eliminate the producer nomination petition provision that currently requires a producer nominee to submit a petition signed by five other milk producers.
- Eliminate the producer district representation provision that currently defines producer districts and currently requires that each district have at least one producer member on the Board.

IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY RICHARD SHEHADEY TO APPROVE REVISING THE DAIRY COUNCIL NOMINATION AND PREFERENCE VOTING PROCEDURES TO ELIMINATE THE PRODUCER NOMINATION PETITION PROVISION AND TO ELIMINATE THE PRODUCER DISTRICT REPRESENTATION PROVISION AS RECOMMENDED BY THE EXECUTIVE COMMITTEE. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, RICHARD SHEHADEY, BRAD SCOTT, VANCE AHLEM, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, CHERYL FIELLO, MIKE NEWELL, HEM SHAH, RICHARD SHEHADEY, STACY HEATON, DOMENIC CARINALLI, JR.; NAYS: NONE; ABSTAIN: NONE; ABSENT: ARLENE VANDEREYK, HEIDI NUNES, JOEY FERNANDES, JOHN DOLAN, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, PATRICK SCHALLBERGER, LEAINE SOUZA, STEPHEN MADDOX (BOARD MOTION 2023-11-14 BD#3).

It was noted that the Executive Committee will review verbiage for these changes to the Procedures at the January 2024 Executive Committee meeting.

It was also noted that the Nominating Committee Chairman next year will be John Dolan.

Financial Reports

Mr. Matthew Delgado, Operations Officer, reported on the financial statements for the years ending June 30, 2023, and 2022, with the Independent Auditor's Report for year ended June 30, 2023, FY 2023-2024 for the period of July 1, 2023 through September 30, 2023 and Cash Investments Report. Reserves are at 7.6 months.

IT WAS MOVED BY MIKE NEWELL AND SECONDED BY STACY HEATON TO APPROVE THE FINANCIAL REPORTS BY THE FULL BOARD: FY 2022-2023 FINANCIAL AUDIT REPORT, FY 2023-2024 YEAR-TO-DATE, CASH INVESTMENTS REPORT. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: MIKE NEWELL, STACY HEATON, CHUCK AHLEM, BRAD SCOTT, VANCE AHLEM, LAURA BOSCH, MAUREEN LEMOS, CURT DEGROOT, CHERYL FIELLO, HEM SHAH, RICHARD SHEHADEY, DOMENIC CARINALLI, JR.; NAYS: NONE; ABSTAIN: NONE; ABSENT: ARLENE VANDEREYK, HEIDI NUNES, JOEY FERNANDES, JOHN DOLAN, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, PATRICK SCHALLBERGER, LEAINE SOUZA, STEPHEN MADDOX (BOARD MOTION 2023-11-14 BD#4).

Operations Update

Ms. Kendall House, Operations Program Director at the Dairy Council of California, reported on the digital forward plan to sunset, consolidate or revise resources over the next 18 months. This will reduce or eliminate the need for retaining the warehouse space with a cost saving to the organization. A small Dairy Council of California team is investigating smaller office spaces to save money since the current office lease will expire in November 2024. More information will be brought to the Executive Committee in January 2024.

2023-2024 Success Plan Updates: Where We Are

Ms. Shannan Young, Partnerships and Programs Officer at the Dairy Council of California, reported on dairy-inclusive nutrition education reach and outcomes reported in the written board report. Ms. Young also reports how nutrition education digital use is helping to expand programming beyond traditional printed resources including YouTube, eNewsletters and other social media platforms. Ms. Young introduced the new engagement measuring system, Spectrum of Champion Engagement, currently being piloted and refined. This new engagement scoring model assesses the engagement of our contacts at the individual level based on low/minimal to very highly engaged activities to advance education and access to milk and dairy foods which consist of five incremental levels: "community", "bronze champion", "silver champion", "gold champion" and "platinum champion".

Ms. Ashley Rosales, Nutrition and Industry Affairs Officer at the Dairy Council of California, reported on special projects focusing on nutrition during critical life stages, an update on the two research studies being conducted, a summary on the World School Milk toolkit and activations, and strategic outcomes update on partners including dairy ag literacy as a component of sustainable food systems.

Ms. Daniela Martinez, Mobile Dairy Classroom (MDC) Instructor at the Dairy Council of California, reported on the MDC in-person and virtual classroom reach. By reaching classrooms virtually, the MDC has a broader geographic presence.

Let's Eat Healthy Updates and Partnership Example

Ms. Bessie O'Connor, Nutrition Science Project Manager at the Dairy Council of California, highlighted a partnership related to the Santa Barbara County School Wellness Summit. Through the summit, collaborative partnerships activate and advance Let's Eat Healthy while also supporting the wellness goals of local communities. Ms. O'Connor introduced Platinum Champion, Ms. Kirsten Criswell.

Guest speaker, Ms. Kirsten Criswell, Coordinator of the Santa Barbara County School Wellness Council, presented the challenges and successes to advance school wellness, partners in action, thought leadership in action and the three Let's Eat Healthy Community Grants given to local school districts in Santa Barbara and San Luis Obispo Counties to advance milk and dairy as part of healthy sustainable eating patterns.

Guest Speakers: Dairy Leaders Update

Mr. Steve James, Executive Director of the California Milk Processor Board, reported on the projection of the United States multicultural population percentage by race/ethnicity in 2045 vs California in 2023 (67 percent multicultural, 33 percent White/non-Hispanic). Mr. James highlighted some Got Milk? campaigns in circulation or scheduled for upcoming releases.

Ms. Jennifer Giambroni, Vice President of Communications of the California Milk Advisory Board, reported their content pillars as Sustainability, Food & Health and Brand. A new campaign, Forget Horsepower. California's Got Cowpower, educates Californians about how cow poo fuels 15,000 buses and other vehicles within the state which will measure recall and reactions to the advertising, ask sustainability-specific questions and impact on other brand health metrics pre and post. California dairy farmers remain focused on water conservation looking toward the future (farm to fuel). Under their Food & Health, they align California dairy with trending culinary ideas and spotlight value propositions.

Mr. Michael Boccadoro, Executive Director of Dairy Cares, reported on sustainability issues efforts and challenges. Such efforts and challenges include water supply and quality challenges, significant momentum on methane reduction and climate, increasing vocal opposition from EJ activists and expanding the communications program. Efficiency remains key by producing more milk with fewer cows and fewer GHGs, water, land, fossil fuel, energy and fertilizer and pesticides. Opportunities in 2024 include the water year off to a solid start, surface water supplies will remain curtailed due to restrictions, looming impacts of the Sustainable Groundwater Management Act, long-term storage and improved conveyance and implications of new water quality requirements. Meeting the methane reduction challenge includes California's voluntary incentives program and five proven strategies (efficiency, methane avoidance, methane capture and utilization, enteric methane reduction and research. Dairy methane reduction efforts will be reduced over 10 years: +23M MTCO₂e by dairy digesters, +2.5M MTCO₂e by alternative manure management. Increasing vocal environmental justice activists is key through the legislature and other important avenues.

Chairman's Report

Vice Chairman DeGroot had nothing to report but thanked everyone for their attendance and reports.

California Department of Food and Agriculture Report


Mr. Dennis Manderfield, Senior Agricultural Economist of the California Department of Food and Agriculture, congratulated the newly appointed board members and the reappointed continuing board members resulting from the recently conducted nomination and preference voting process. Mr. Manderfield also announced that the Department is currently seeking nominations from producers interested in serving on the Department's QIP Producer Review Board. He stated that the nomination deadline is November 30, 2023.

Additional Public Comment

None

Adjourn

Vice Chairman DeGroot adjourned the meeting at 3:55 p.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 November 13-14, 2023.

Submitted By: 
Amy DeLisio
Chief Executive Officer