



## Board of Directors Meeting

Thursday, March 16, 2023 – Full Board Meeting

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

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

1. Call to Order and Introductions 1:00 p.m.
  - *John Dolan, Chairman*
2. Standards of Performance, Anti-Trust Statement and Approval of November 14-15, 2022 Minutes (**Tab 1**) 1:02 p.m.
3. Public Comments 1:05 p.m.
4. New CEO Introduction and report on the 1<sup>st</sup> 90 days 1:07 p.m.
  - *Amy DeLisio, MPH, RDN, CEO*
5. Nominating Committee Report – *Brad Scott, Chairman* 1:30 p.m.
6. 2022-2023 Financial Report through February 28, 2023 (**Tab 2**) 1:40 p.m.
  - *Mike Blote, Operations Officer*
    - *Cash + Investments as of February 28, 2023 and 2022*
    - *Assessment revenue projection for 2022-2023*
7. Additional Salary Schedule Approval 2:00 p.m.
8. Dairy Council of CA 2022-2023 Success Plan (**Tab 3**) 2:10 p.m.
  - *Shannan Young, RDN, SNS, Partnerships & Programs Officer*
  - *Alex Vigil, Program Director, Marketing & Digital*
  - *Kristal Shelden, MPH, RDN, Program Director*
  - *Miranda Blagg, Industry Relations Coordinator*
- **Milk Punch Break** 2:40 p.m.
9. Food as/is Medicine: Dairy's Role and Social Media 3:10 p.m.
  - *Lauren Twigge, MCN, RDN, LD*

10. Project Presentations	3:40 p.m.
<ul style="list-style-type: none"> <li>• <i>Shannan Young</i></li> <li>• <i>Alex Vigil</i></li> </ul>	
11. CDFA Report	4:00 p.m.
<ul style="list-style-type: none"> <li>• <i>Dennis Manderfield, Senior Agricultural Economist, CDFA</i></li> </ul>	
12. Chairman's Report	4:10 p.m.
<ul style="list-style-type: none"> <li>• <i>John Dolan</i></li> </ul>	
13. Additional Public Comments	4:20 p.m.
14. Adjourn	4:25 p.m.

## Friday, March 17, 2023 – Full Board Meeting

1. Call to Order – <i>John Dolan, Chairman</i>	8:00 a.m.
2. Public Comments	8:05 a.m.
3. DCC Trends Presentation	8:10 a.m.
<ul style="list-style-type: none"> <li>• <i>Ashley Rosales</i></li> <li>• <i>Kristal Shelden</i></li> </ul>	
4. Force Field Analysis Steve Swafford, Leadership Outfitters	8:30 a.m.
5. 2023-2024 Strategic Planning Session - <b>(Tab 4)</b>	9:10 a.m.
<ul style="list-style-type: none"> <li>• Intro + Social Ecological Model, <i>Amy DeLisio</i></li> <li>• <i>Draft Success Plan Overview</i> <ul style="list-style-type: none"> <li>○ <i>Ashley Rosales</i></li> <li>○ <i>Shannan Young</i></li> </ul> </li> </ul>	
<b>Break</b>	10:10 a.m.
6. Board input into Success Planning – Group Breakouts	10:30 a.m.
7. Report back to full group from Group Breakouts	11:15 a.m.
8. Next Steps – <i>Amy DeLisio</i>	11:30 a.m.
<ul style="list-style-type: none"> <li>• <i>Research Committee</i></li> </ul>	
9. Additional Public Comments	11:50 a.m.
10. Adjourn	11:55 a.m.

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

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.

Minutes of the Meeting of the  
Board of Directors  
Dairy Council of California  
November 14-15, 2022  
Ojai Valley Inn

PRESENT: Chuck Ahlem  
Vance Ahlem  
Curt DeGroot  
Fred Denier  
John Dolan  
Joey Fernandes (11-14-22)  
Cheryl Fiello  
Stacy Heaton  
Maureen Lemos  
Stephen Maddox  
Mike Newell  
Heidi Nunes (11-14-22)  
Lauren Oostdam  
Tyler Ribeiro  
Dennis Roberts  
Brad Scott  
Hem Shah  
Richard Shehadey  
Leaine Souza  
Arlin Van Groningen (11-14-22)  
Stephen Weststeyn

ABSENT: Domenic Carinalli, Jr.  
Patrick Schallberger  
Arlene VanderEyck

OTHERS Tammy Anderson-Wise, Dairy Council of California  
PRESENT: Mike Blote, Dairy Council of California  
Kendall House, Dairy Council of California  
Alyssa McClelland, Dairy Council of California (11-14-22)  
Bessie O'Connor, Dairy Council of California (11-14-22)  
Trina Robertson, Dairy Council of California (11-14-22)  
Ashley Rosales, Dairy Council of California  
Kristal Shelden, Dairy Council of California (11-14-22)  
Shannan Young, Dairy Council of California  
Dennis Manderfield, CDFA  
Steve James, California Milk Processor Board (11-15-22)  
Al Dejewski, MilkPEP  
Lisa Magnuson, Dairy Management, Inc. (11-15-22)  
John Talbot, CMAB (11-15-22)  
Jon Denier, public member (11-15-22)  
Sally Scott, public member (11-15-22)

**Monday, November 14, 2022**

Call to order

Chairman Dolan called the meeting to order at 1:00 p.m. He welcomed everyone and introduced the newest board members.

## Standards of Performance and Approval of Minutes

Chairman Dolan instructed the board to review the Standards of Performance and Anti-Trust Statement for the regularly scheduled fall meeting and the June 9-10, 2022 minutes for review and approval.

**IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY LEAINE SOUZA TO APPROVE THE STANDARDS OF PERFORMANCE FOR THE FALL MEETING, AND APPROVE THE MINUTES OF THE MEETING FROM JUNE 9-10, 2022, THE MOTION UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, FRED DENIER, JOHN DOLAN, JOEY FERNANDES, CHERYL FIELLO, STACY HEATON, MAUREEN LEMOS, STEPHEN MADDOX, HEIDI NUNES, LAUREN OOSTDAM, TYLER RIBEIRO, DENNIS ROBERTS, BRAD SCOTT, HEM SHAH, RICHARD SHEHADEY, LEAINE SOUZA, ARLIN VAN GRONINGEN, STEPHEN WESTSTEYN; NAYS: NONE; ABSTAIN: NONE, ABSENT: DOMENIC CARINALLI, MIKE NEWELL, PATRICK SCHALLBERGER, ARLENE VANDEREYK (BOARD MOTION 2022-11-14 BD#1).**

## Introductions

Chairman Dolan had the new board members introduce themselves, and the board and attendees did the same.

## CEO Candidate

Chairman Dolan stated that the prospective candidate for CEO negotiations is underway.

## 2022-2023 Success Plan

Ms. Shannan Young, Partnerships & Program Officer presented the 2022-2023 Success Plan Progress Report sharing the Vision, Cause and Values of the organization. She provided an update on the internal and external strategies for the organization. Ms. Young shared how data is collected to gauge our progress to date which reaffirms the organization is mapping toward success.

Ms. Ashley Rosales, Nutrition Sciences Officer shared that through our dairy ag literacy efforts, we can educate and build knowledge, but also engage youth to help inspire the next generation of dairy ag leaders. She shared the total number of students educated from experiencing the Mobile Dairy Classroom to date has been 50,789, which includes in-person assemblies. Noting that the virtual farm tours have provided another way to reach audiences, reaching another 1,752. She highlighted World School Milk Day and examples of the community ag events where we have brought dairy education as part of the learning.

Ms. Trina Robertson, Evaluation & Impact Program Manager shared the high-level results from the Achieving Nutrition Equity in the First 1,000 Days research highlighting each objective, results and next steps.

Ms. Kristal Shelden, Advocacy Manager shared the current advocacy strategy, which is how we are building the positive narrative for milk and dairy foods to protect their role as a vital component of dietary guidance, recommendations and environmental supports, and we are amplifying these efforts through our shared values with partners as part of the Let's Eat Healthy Initiative. Ms. Shelden shared one example of building partnerships and collaboration, with the NextGen Science Cohort Program alongside the National Dairy Council. Dairy Council of CA co-hosted a three-day event that brought together eight post-doctoral students and assistant professors for an engaging learning experience to advance their professional development and

build trust in dairy. Board Member Arlin Van Groningen shared his experience of hosting the NextGen Science attendees at his dairy farm in Galt.

Ms. Alyssa McClelland, Program Director, Partnerships & Programs, shared how Dairy Council of CA's staff built awareness for World School Milk Day by creating an Activation Guide.

Ms. McClelland shared that Fuel Up To Play 60 Hometown Grants were issued to districts that joined the Let's Eat Healthy Initiative to help support access to dairy foods.

#### Adjourn for Day

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

#### **Tuesday, November 15, 2022**

Chairman Dolan reconvened the meeting at 1:00 p.m.

#### Nominating Committee Update

Mr. Brad Scott, Chairman of the Nominating Committee, provided a report on the recommendations which were presented to the Executive Committee for the appointments to the Executive Committee. It was recommended that John Dolan remain as Chairman, that Arlin Van Groningen become the new Vice Chairman, that the four Members at Large be Curt DeGroot, Mike Newell, Joey Fernandes and Stephen Weststeyn, and that Brad Scott remain as Past Chairman.

**IT WAS MOVED BY CHUCK AHLEM AND COMMITTEES SECONDED BY STEPHEN MADDOX TO APPROVE THE NOMINATING RECOMMENDATION FOR THE 2022-2023 EXECUTIVE COMMITTEE. THE MOTION UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, FRED DENIER, JOHN DOLAN, CHERYL FIELLO, STACY HEATON, MAUREEN LEMOS, STEPHEN MADDOX, MIKE NEWELL HEIDI NUNES, LAUREN OOSTDAM, TYLER RIBEIRO, DENNIS ROBERTS, BRAD SCOTT, HEM SHAH, RICHARD SHEHADEY, LEAINE SOUZA, STEPHEN WESTSTEYN; NAYS: NONE; ABSTAIN: NONE, ABSENT: DOMENIC CARINALLI, JOEY FERNANDES, PATRICK SCHALLBERGER, ARLENE VANDEREYK, ARLIN VAN GRONINGEN (BOARD MOTION 2022-11-15 BD#2).**

#### 2021-2022 Financial Audit Report

Mr. Michael Blote explained that the 2021-2022 financial audit report and agreed-upon procedures were completed and reported to the Executive Committee. Mr. Blote also stated that no corrective actions were noted.

#### 2021-2022 Year-End Financial Report

Mr. Michael Blote reviewed the comparative statements of net position as of June 30, 2022 and 2021. Total liabilities and net position were \$9,449,901 for the year ending June 30, 2022 as compared to \$9,121,547 for the prior year.

Mr. Blote reviewed the summary statements of Revenues, Expenses and Changes in Net Position for the period July 1, 2021 through June 30, 2022. He also reviewed the statement of expenses for Program Services, Research and Industry Relations, Administration and Overhead. Total revenues for the year ending June 30, 2022 were \$6,497,230 and total expenses were \$2,761,617 for an increase of \$3,735,613 in net position.

## Financial Report for the Period July 1, 2022 through September 30, 2022

Mr. Blote reviewed the comparative statements of net position as of September 30, 2022 and 2021. Total liabilities and net position were \$9,193,275 for the current year as compared to \$9,300,574 the prior year.

Mr. Blote reviewed the summary statements of Revenues, Expenses and Changes in Net Position for the period July 1, 2022 through September 30, 2022. He also reviewed the statement of expenses for Nutrition Science, Partnerships & Programs and Administration. Total revenues through September 30, 2022 were \$1,665,167 and total expenses were \$1,798,058 for a decrease of \$132,891 in net assets.

**IT WAS MOVED BY CURT DEGROOT AND SECONDED BY STACY HEATON TO APPROVE THE 2021-2022 FINANCIAL AUDIT, THE FINANCIAL REPORTS FOR THE YEAR JULY 1, 2021 THROUGH JUNE 30, 2022 AND THE FINANCIAL REPORTS FOR THE PERIOD JULY 1, 2022 THROUGH SEPTEMBER 30, 2022. THE MOTION UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, FRED DENIER, JOHN DOLAN, CHERYL FIELLO, STACY HEATON, MAUREEN LEMOS, STEPHEN MADDOX, MIKE NEWELL HEIDI NUNES, LAUREN OOSTDAM, TYLER RIBEIRO, DENNIS ROBERTS, BRAD SCOTT, HEM SHAH, RICHARD SHEHADEY, LEAINE SOUZA, STEPHEN WESTSTEYN; NAYS: NONE; ABSTAIN: NONE, ABSENT: DOMENIC CARINALLI, JOEY FERNANDES, PATRICK SCHALLBERGER, ARLENE VANDEREYK, ARLIN VAN GRONINGEN (BOARD MOTION 2022-11-15 BD#3).**

### Chairman's Report

Chairman Dolan thanked all the board members for their attendance and for their time with the CEO search and interviews. He also thanked Richard Shehadey for his 40 years of service to the industry and thanked Tammy Anderson-Wise for her dedication to the entire organization and industry.

### CDFA Report

Mr. Dennis Manderfield shared the recent appointments to the Dairy Council of CA board and the recent appointments to the California Milk Advisory Board. He indicated that the California Milk Processors Board had been approved for continuation in a recently conducted vote of California fluid milk processors. He also stated that Dairy Council of California will be having its continuation hearing in July 2023.

### Dairy Industry Leadership Presentations

Ms. Anderson-Wise introduced Mr. Steve James, CEO of the California Milk Processor Board. He shared recent updates, along with the new strategic marketing approach encouraging a world where people can be authentic and be their real selves.

Ms. Anderson-Wise introduced Ms. Lisa Magnuson, Sr. VP of Federation and Enterprise Relations and Communications at Dairy Management, Inc. She shared the unified marketing plan for 2023 – 2025. The plan includes sustainability, people, innovation, reputation and export strategies for this period.

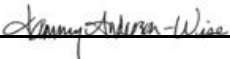
Ms. Anderson-Wise introduced Mr. Tyler Ribeiro, an executive committee member of the California Cattle Council. Mr. Ribeiro presented on the various advocacy activities, public outreach and education that target influencers, policymakers and residents of our state.

Ms. Anderson-Wise introduced Mr. John Talbot, CEO of the California Milk Advisory Board. He presented to the board the upcoming relevance strategies and availability strategies for 2023.

Ms. Anderson-Wise introduced Mr. Al Dejewski, Vice President of Marketing at MilkPEP. He shared MilkPEP's 2023 plan for consumer insights, opportunities and consumer strategies, channel insights, opportunities and channel strategies. He shared the 2022-2023 Planning Update for MilkPEP.

Adjourn

Chairman Dolan adjourned the meeting at 4:21 p.m.

Submitted By: \_\_\_\_\_ 

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 November 14-15, 2022.

Submitted By: \_\_\_\_\_ 

Tammy Anderson-Wise  
Chief Executive Officer



**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