

Board Meeting Minutes

August 5, 2026, 12:00 PM

The meeting was called to order by President Trey Scherer.

Roll Call

Secretary Clark Jones conducted a roll call. Trey Scherer, Mike Moss, Clark Jones, Ray Walther, Derek Thompson, Clay Howell, Randy Mason, Judy Long, Jared Stricklin, John Evangelo, Lauren Lyssy, Chris Chick, and Leon Anderson were recognized as present for the meeting.

Rick Stonecipher, Bill Wilson, Charlie Bradbury, and Ruben Gutierrez were not present.

A quorum was established.

Approval of July Meeting Minutes

Clark Jones moved to approve the July meeting minutes as presented. Clay Howell seconded the motion. The motion was put to a vote and was approved without opposition.

Old Business

No old business was noted.

New Business

DNA Sample Storage Policy Update

Dr. Lance Bauer provided an update regarding proposed changes to the storage and disposal of DNA test samples in connection with Neogen.

The board discussed the appropriate retention and disposal procedures and agreed to the following:

- BBU will retain 30K DNA test samples for two years after receiving them from Neogen, after which they may be disposed of.
- 100K test samples will be disposed of immediately upon return to BBU, as all necessary genetic markers are saved.

Clark Jones moved to adopt the new DNA sample storage policy. Leon Anderson seconded the motion. The motion was put to a vote and was approved unanimously.

Marketing and Event Activities

The board was updated on the results of geofencing advertising conducted during the Beef Cattle Short Course. The campaign:

- Approximately 5,600 people reached.
- Generated approximately 8,100 ad impressions.
- Cost approximately \$46.

The campaign received positive feedback from attendees and marketing professionals.

Dr. Lance Bauer also reported strong booth traffic and engagement at the Beef Cattle Short Course, including a successful Q&A session with breed executives and participation from Beefmasters breeders.

Executive Session

Ray Walther moved to enter executive session, and Jared Stricklin seconded the motion. The motion was put to a vote and was approved unanimously.

Clark Jones moved to end executive session, and Clay Howell seconded the motion. The motion was put to a vote and was approved unanimously.

Adjourn

Clark Jones moved to adjourn, and Clay Howell seconded the motion. The motion was put to a vote and was approved unanimously.

There being no further business, the meeting was adjourned.