



Board of Directors Meeting

Thursday, March 20, 2025 | 1:00-4:30 p.m.

Friday, March 21, 2025 | 8:00-11:45 a.m.

The Cassara, Carlsbad

VISION: Milk and dairy are globally accepted as an essential solution to achieve nutrition security and sustainable food systems.

CAUSE: Elevating the health of children and communities in California by promoting lifelong healthy eating patterns that include milk and dairy foods.

Thursday, March 20, 2025 – Buena Vista (3rd floor)

1. Call to Order – *Curt DeGroot, Chairman* 1:00 p.m.
2. Standards of Performance, Anti-Trust Statement and Approval of the November 11-12, 2024, Minutes – **Tab 1** 1:10 p.m.
(Motion to approve November 11-12, 2024, Minutes)
3. Public Comments 1:15 p.m.
4. Welcome New Board Member, 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.
 - Review any handler self-nominating forms received*John Dolan, Immediate Past Chair*
(Motion, if needed, to approve the appointment of any Board vacancies)
7. 2024-2025 Financial Report through February 28, 2025 – **Tab 2** 2:10 p.m.
Matt Delgado, Operations Officer
 - Cash + Investments as of February 28, 2025, and February 29, 2024
 - Budget reallocation of funds proposal
 - Selection of Audit Firm*(Motion to approve the 2024-2025 Financial Reports, the year-to-date financial reports, budget reallocation of funds and selection of audit firm)*
8. Dairy Dialogue – **Tab 5** 2:30 p.m.
Shannan Young, Initiatives, Education & Engagement Officer
- Milk Punch Break** 2:50 p.m.

9. California Department of Food and Agriculture Report 3:05 p.m.
Dennis Manderfield, Senior Agricultural Economist
10. 2024-2025 Dairy Council of CA Success Plan Updates & Pivots – **Tab 3** 3:15 p.m.
Ashley Rosales, Nutrition & Industry Affairs Officer
Efrain Valenzuela, Dairy Agricultural Education Director
Kendall House, Operations Director
Trina Robertson, Health Sector & Impact Director
11. Let's Eat Healthy Celebration and Awards 4:00 p.m.
Amy DeLisio, Chief Executive Officer
Shannan Young, Initiatives, Education & Engagement Officer
Efrain Valenzuela, Dairy Agricultural Education Director
12. Additional Public Comments 4:20 p.m.
13. Adjourn 4:25 p.m.

Buena Vista Foyer (3rd floor): Reception - 6:00 p.m. + Dinner - 6:30 p.m.

Friday, March 21, 2025 – Buena Vista (3rd floor)

Breakfast: Buena Vista Foyer (3rd floor) 7:30-8:00 a.m.

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 and Policy Scan 8:30 a.m.
Amy DeLisio, Chief Executive Officer
Ashley Rosales, Nutrition & Industry Affairs Officer
Guest Speaker: *Teresa Siles, President & Partner, Nuffer, Smith, Tucker*
5. New Issues Management Process 9:30 a.m.
Ashley Rosales, Nutrition & Industry Affairs Officer
Guest Speaker: *Teresa Siles, President & Partner, Nuffer, Smith, Tucker*
- Break** **9:50 a.m.**
6. 2025-2026 Dairy Council of CA Success Plan Overview – **Tab 4** 10:05 a.m.
Amy DeLisio, Chief Executive Officer
Shannan Young, Initiatives, Education & Engagement Officer
Ashley Rosales, Nutrition & Industry Affairs Officer
7. Board Activity: Success Plan Input 10:25 a.m.
Amy DeLisio, Chief Executive Officer
Shannan Young, Initiatives, Education & Engagement Officer
Ashley Rosales, Nutrition & Industry Affairs Officer
Matt Delgado, Operations Officer

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| 8. | 2025-2026 Budget Projections, Salary Increase and Assessment Rate Projections
<i>Amy DeLisio, Chief Executive Officer</i>
<i>Matt Delgado, Operations Officer</i>
<i>(Motion to approve the 2025-2026 Budget Projections, Salary Increase and Assessment Rate Projections)</i> | 10:55 a.m. |
| 9. | Chairman’s Report | 11:20 a.m. |
| 10. | Board Meeting Evaluation Poll | 11:30 a.m. |
| 11. | Additional Public Comments | 11:40 a.m. |
| 12. | Adjourn | 11:45 a.m. |

Next Board of Directors Meeting - June 13, 2025 - DCC Office, Sacramento + Zoom

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 11-12, 2024
The Meritage Resort & Spa, Napa, CA

PRESENT:

Vance Ahlem	Mike Newell (11/12/2024)
Chuck Ahlem	Michael Oosten
John Dolan	Dennis Roberts
Curt DeGroot	Brad Scott
Preston Fernandes	Richard Shehadey
Stacy Heaton	Leaine Souza
Maureen Lemos	Arlene VanderEyck
Steve Maddox	John VanderPoel, Jr.

ABSENT:

Laura Bosch	Tyler Ribeiro
Domenic Carinalli, Jr.	Patrick Schallberger
Justin Leyendekker	Hem Shah

OTHERS
PRESENT:

Michael Boccadoro, Dairy Cares (11/12/2024)
Katie Davey, Dairy Institute of California (11/12/2024)
Matt Delgado, Dairy Council of California
Amy DeLisio, Dairy Council of California
Michelle Drake, Elk Grove Unified School District (11/11/2024)
Kendall House, Dairy Council of California
Steve James, California Milk Processor Board (11/12/2024)
Dennis Manderfield, California Department of Food and Agriculture
Rachel Otter, Dairy Council of California
Ashley Rosales, Dairy Council of California
Lana Reynolds, California Department of Aging (virtual) (11/12/2024)
Trina Robertson, Dairy Council of California (11/11/2024)
John Talbot, California Milk Advisory Board (11/12/2024)
Jackie Tompkins, California Department of Aging (virtual) (11/12/2024)
Alex Vigil, Dairy Council of California (11/11/2024)
Shannan Young, Dairy Council of California
Nevin Lemos (11/11/2024)
Ted DeGroot (11/11/2024)

Monday, November 11, 2024

Call to Order

Chairman Curt DeGroot called the meeting to order at 1:02 p.m.

Standards of Performance, Anti-Trust Statement and Approval of June 13-14, 2024, Minutes

Chairman DeGroot asked the board members to review the Standards of Performance, Anti-Trust Statement and meeting minutes from June 13-14, 2024.

IT WAS MOVED BY JOHN DOLAN AND SECONDED BY CHUCK AHLEM TO APPROVE THE FULL BOARD MINUTES FROM JUNE 13-14, 2024. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, DENNIS ROBERTS, CURT DEGROOT, MAUREEN LEMOS, STACY HEATON, STEVE MADDOX, JOHN DOLAN, RICHARD SHEHADEY, LEAINE SOUZA, MICHAEL OOSTEN, BRAD SCOTT, ARLENE VANDEREYK, PRESTON FERNANDES, JOHN VANDERPOEL, JR. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, PATRICK SCHALLBERGER, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DOMENIC CARINALLI, JR., HEM SHAH, MIKE NEWELL (BOARD MOTION 2024-11-11 BD#1).

Public Comments: None

Dairy Council of CA Updates

Ms. Amy DeLisio shared organizational updates, including the various industry conferences and meetings she attended nationally and internationally, articles published and poster sessions. Ms. DeLisio continued by sharing new connections with State and other organizations to collaborate on reaching aging adults and healthcare professionals. Ms. DeLisio explained recent modifications to the Mobile Dairy Classroom (MDC) assemblies and procedures due to HPAI affecting some California dairies.

2023-2024 Successes & Annual Report

Ms. Ashley Rosales and Ms. Shannan Young reviewed highlights from community and media activities from June is Dairy Month, the First 1000 Days project and amplifying dairy's benefits and advancing sustainable products through broadcast outlets and publications. Let's Eat Healthy Grant program outcomes demonstrating community's increased access to nutrition education and nutritious foods including dairy. They ended with sharing high-level results from the 2023-2024 Partner Engagement Survey indicating high satisfaction with Dairy Council of CA's services and solutions, and positive impact of thought leadership resulting in improvement of dairy knowledge gains across all audiences.

New Evaluation Metrics to Demonstrate Success

Ms. Trina Robertson presented the framework for measuring results, demonstrating advocacy and influence, which will support the Success Plan's strategies for achieving outcomes. Ms. Robertson described how qualitative and quantitative measures are infused in program evaluation to more fully capture organizational work.

Marketing and Communications Update: Branding and Website

Mr. Alex Vigil provided high-level updates on the new brand and website activities since the June Board meeting. Mr. Vigil updated the Board that the Dairy Council of CA website will reflect the new brand, logo and streamlined, consolidated navigation by January 2025 while social channels have already been updated. The HealthyEating.org website will redirect visitors to DairyCouncilOfCa.org also by January 2025.

Let's Eat Healthy Champion Spotlight

Ms. Young provided a brief overview of the 30-year partnership with Elk Grove Unified School District's (EGUSD) Food and Nutrition Services, spotlighting recent education and advocacy activities before introducing Ms. Michelle Drake, Director of Food and Nutrition Services at EGUSD. Ms. Drake highlighted EGUSD's school meal program statistics and explained how providing free meals to students allows their parents to have more money to purchase more nutrient-rich foods, including more milk and dairy, for other meals at home. She also spoke of the high value she has for the support for the Dairy Council of CA including educational solutions and technical support.

Operations Update

Ms. Kendall House provided updates to the Operations priorities, the office move, areas of cost savings and the third-party fulfillment status of shipping resource materials. Ms. House welcomed and thanked Mr. Sydney Dawes, who was the Dairy Council of CA's Warehouse Foreman for 42 years. The Board of Directors formally recognized Mr. Dawes for his outstanding contributions to the Council for 42 years, he was commended for exceptional dedication to the Council, the dairy industry and the millions of California's he has directly affected. Mr. Dawes was presented with a recognition of service from the Board and a certificate from Secretary Karen Ross for his decades of dedicated service to the dairy industry.

Additional Public Comments

Mr. Ted DeGroot shared that he hadn't sat in a Dairy Council of CA meeting since Ms. Peggy Blitz was the CEO but is happy to see how the organization is coming along.

Adjourn for Day

Chairman DeGroot adjourned the meeting at 3:57 p.m.

Tuesday, November 12, 2024

Call to Order

Chairman DeGroot reconvened the meeting at 1:04 p.m.

Public Comments

None

CDFA Report

Mr. Manderfield stated that since June Dairy Council Board meeting CDFA conducted the Dairy Council of CA's nomination and election procedures. He shared a summary of applications received and named those producers and handler representatives that CDFA had appointed to the Dairy Council Board for the new three-year term. Mr.

Manderfield stated further that CDFA had also recently conducted the California Milk Advisory Board's annual nomination and election procedures, and he shared the names of those producers that CDFA had appointed to the CMAB Board.

Mr. Manderfield shared that CDFA is currently conducting an industry referendum to determine if California milk producers support changes to the Quota Implementation Plan. He stated that there are two primary proposed changes: lowering the quota differential from \$1.70/cwt. \$1.00/cwt. and eliminating the Regional Quota Adjusters. Mr. Manderfield stated that there is a 90-day voting period which will end on January 9, 2025. He encouraged all milk producers to vote.

2023-2024 Year-end Financial Report, 2024-2025 Financial Report through September 30, 2024, and 2023-2024 Financial Audit Report

FY 2023-2024 Year-end Report

Mr. Matt Delgado shared that pension liabilities were up, and that expenses were down for the fiscal year. Significant variances included an increase in interest income and MDC expenses and cost savings in areas such as board expenses. Dairy Council of CA was underspent on budget by over \$100k due to cost savings and increased revenues.

FY 2024-2025 Report through September 30, 2024

Mr. Delgado reported that industry assessments and interest income remain at levels seen in the previous fiscal year. Likewise, expenses remain at the same levels as seen in the previous fiscal year, continuing a trend of cost savings. The Dairy Council of CA has been able to save significantly on moving expenses by leveraging unused assets and through purchasing negotiations. There was a discussion about the impact of inflation on the Dairy Council of CA's operations over the past ten fiscal years during which time assessment revenues have remained stable while the costs of goods and services have increased. It was noted that despite significant inflation, the Dairy Council of CA has been able to maintain its public reach levels through the adoption of new technologies.

Cash Investments

Mr. Delgado reported that the Dairy Council of CA is capitalizing on CDs while interest rates are higher, although trends point to declining rates. Dairy Council of CA is currently at six months of reserves which is two months over the minimum requirement.

2023-2024 Financial Audit Report

Mr. Delgado stated that Mr. Brad Bartels of MUN CPAs had made a presentation to the Executive Committee earlier in the day regarding the Dairy Council's 2023-2024 fiscal year CDFA Agreed Upon Procedures compliance audit and the 2023-2024 fiscal year financial audit. Mr. Delgado shared that the CDFA Agreed Upon Procedures report had no findings. Regarding the financial audit, Mr. Delgado noted that there were six audit adjustments that are reflected in the financial statements with a summary of the changes. Mr. Delgado shared that the CPAs found no issues overall. A recommendation letter indicated one finding of an account being recorded incorrectly within Accounts Payable. As a result, staff will receive additional training.

IT WAS MOVED BY JOHN DOLAN AND SECONDED BY ARLENE VANDEREYK TO APPROVE THE 2023-2024 YEAR-END FINANCIAL REPORT, 2024-2025 FINANCIAL REPORT THROUGH SEPTEMBER 30, 2024, AND THE 2023-2024 FINANCIAL AUDIT REPORT, AS PRESENTED. THE MOTION WAS UNANIMOUSLY CARRIED.

AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, JOHN DOLAN, STACY HEATON, DENNIS ROBERTS, LEAINE SOUZA, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL OOSTEN, BRAD SCOTT, RICHARD SHEHADEY, ARLENE VANDEREYK, PRESTON FERNANDES, JOHN VANDERPOEL, JR. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, JUSTIN LEYENDEKKER, TYLER RIBEIRO, PATRICK SCHALLBERGER, HEM SHAH, DOMENIC CARINALLI, JR. (BOARD MOTION 2024-11-12 BD#1).

Nominating Committee Report

Mr. John Dolan stated that there are currently two vacant handler positions on the Board for which the Board can recommend nominees for appointment by CDFA. Mr. Dolan shared that Mr. Manderfield had connected with Mr. Jim O'Shea of Super Store Industries and that he had expressed an interest in serving on the Dairy Council Board. Mr. Dolan stated that earlier in the day the Executive Committee had agreed that a recommendation to appoint Mr. O'Shea should be brought immediately to the full Board and that a recommendation to fill the second vacant handler position be delayed until the March 2025 Board meeting to allow Committee members to consider other handler representatives who may be interested in serving on the Board.

Mr. Dolan also stated that the Board needs to appoint the Board members who will serve on the Executive Committee for the next twelve months. He noted that all the current Executive Committee members are agreeable to continue in their current Executive Committee positions as follows:

Chairman: Curt DeGroot

Vice Chairwoman: Arlene VanderEyck

Members-At-large: Steve Maddox, Mike Newell, Brad Scott

Immediate Past Chairman: John Dolan

Mr. Dolan further noted that there is currently one vacant Member-At-Large position on the Executive Committee. He stated that the Executive Committee had suggested Mr. Michael Oosten to fill the last Member-At-Large position, provided he would be interested. Mr. Dolan stated that he had spoken to Mr. Oosten and that he was agreeable to fill the vacant Member-At-Large position on the Executive Committee.

IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY VANCE AHLEM TO: RECOMMEND TO CDFA THE APPOINTMENT OF JIM O'SHEA (HANDLER) TO THE BOARD OF DIRECTORS, APPOINT THE CURRENT EXECUTIVE COMMITTEE MEMBERS TO SERVE IN THEIR CURRENT POSITIONS FOR THE NEXT YEAR AS PRESENTED, AND APPOINT MICHAEL OOSTEN TO FILL THE LAST REMAINING MEMBER-AT-LARGE POSITION ON THE EXECUTIVE COMMITTEE FOR THE NEXT YEAR. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, JOHN DOLAN, STACY HEATON, DENNIS ROBERTS, LEAINE SOUZA, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL OOSTEN, BRAD SCOTT, RICHARD SHEHADEY, ARLENE VANDEREYK, PRESTON FERNANDES, JOHN VANDERPOEL, JR. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, JUSTIN LEYENDEKKER, TYLER RIBEIRO, PATRICK SCHALLBERGER, HEM SHAH, DOMENIC CARINALLI, JR. (BOARD MOTION 2024-11-12 BD#2).

2024-2025 Success Plan Updates

Ms. Shannan Young and Ms. Ashley Rosales shared high-level progress updates accomplished July 1 through September 30, including current program reach by the numbers, Champions by the Spectrum of Engagement, education and advocacy engagement activities (state, national and international) and partnerships, current research and special project status. They went on to highlight social media, live webinars and television activities and World School Milk Day Campaign, all showcasing milk and dairy nutrition. Outcomes to date are showing an increase in dairy inclusive nutrition and value for its importance in education for children and communities.

California Department of Aging (CDA)

Ms. Jackie Tompkins, Project Director at CDA, provided an overview of CDA's "Master Plan for Aging" (MPA, launched in January 2021). As the California older adult population grows, the MPA is a vital strategy to ensure their health and wellness through housing, healthcare and nutrition.

Ms. Lana Reynolds, Chief of the Nutrition and Wellness Bureau at CDA, provided an overview of CDA's services and programs for older adults within California. Ms. Reynolds highlighted the vital importance of nutritious meals, to include more dairy, education and counseling.

Chairman's Report

Chairman DeGroot shared he feels Ms. DeLisio is doing a wonderful job along with her staff. Chairman DeGroot shared his appreciation for the participation and attendance of the board members and the wisdom they bring. He concluded by congratulating the Dairy Council of CA team on their education and advocacy activities.

Joint Industry Leaders Panel

Ms. DeLisio, Ms. Katie Davey, Mr. Michael Boccadoro, Mr. Steve James and Mr. John Talbot shared their organization's current campaigns, challenges, how each work together for the advancement of the dairy industry and positive impact within California, nationally and globally.

Additional Public Comments

Ms. Katie Davey stated how much she enjoyed the joint industry leaders' panel discussion.

Adjourn

Chairman DeGroot adjourned the meeting at 4:37 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 11-12, 2024.

Submitted By: 

Amy DeLisio
Chief Executive Officer