



Board of Directors Agenda

November 11-12, 2024 | 1:00-5:00 p.m.
The Meritage Resort & Spa, Napa | Carneros Salons A/K

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.

Monday, November 11, 2024 – Carneros Salons A/K

1. Call to Order & Introduction of New Board Members
Curt DeGroot, Chairman 1:00 p.m.
2. Public Comments 1:05 p.m.
3. Standards of Performance, Anti-Trust Statement & Approval
of the June 13-14, 2024, Minutes – **Tab 1**
(Motion to approve the Minutes) 1:10 p.m.
4. Icebreaker Activity & Welcome New Board Members 1:15 p.m.
5. Dairy Council of California Updates – *Amy DeLisio, CEO* 1:30 p.m.
6. 2023-24 Successes & Annual Report 1:55 p.m.
Ashley Rosales, Nutrition & Industry Affairs Officer
Shannan Young, Initiatives, Education & Engagement Officer
7. New Evaluation Metrics to Demonstrate Success 2:15 p.m.
Trina Robertson, Health Sector & Impact Director
8. Marketing & Communications Update: Branding & Website 2:35 p.m.
Alex Vigil, Marketing, Communications & Digital Director
- Milk Punch Break** 2:50 p.m.
9. Guest Speaker: Let's Eat Healthy Champion Spotlight 3:05 p.m.
Michelle Drake, Director Food & Nutrition Services, Elk Grove
Unified School District
10. Operation Update 3:35 p.m.
Matt Delgado, Operations Officer
Kendall House, Operations Director
11. Honor Sydney Dawes – *Amy DeLisio, CEO* 3:50 p.m.

- 12. Additional Public Comments 4:05 p.m.
- 13. Adjourn 4:10 p.m.

Cocktail Reception – 6:00 p.m. – Vintner’s Room

Tuesday, November 12, 2024 – Carneros Salons A/K

- 1. Call to Order – *Curt DeGroot, Chairman* 1:00 p.m.
- 2. Public Comments 1:05 p.m.
- 3. Financial Reports – *Matt Delgado, Operations Officer* 1:10 p.m.
 - 2023-24 Financial Audit Report – **Tab 3**
 - 2023-24 Year-End Financial Report – **Tab 4**
 - 2024-25 Financial Report through September 30, 2024 – **Tab 5**
(Motion to approve the 2023-24 Audit Report, Year End Financial Reports & YTD Financial Reports for 2024-25)
- 4. Nominating Committee Update – *John Dolan, Immed. Past Chair* 1:30 p.m.
 - *Motion to approve the elected Executive Committee members*
 - *Motion to approve the recommended nominees to CDFA to fill two Handler vacancies to the DCC Board*
- 5. 2024-25 Success Plan Updates: Where We Are – **Tab 2** 1:40 p.m.
Shannan Young, Initiatives, Education & Engagement Officer
Ashley Rosales, Nutrition & Industry Affairs Officer

Group Photo Opp (Please wear new DCC branded items) 2:10 p.m.

Break 2:20 p.m.

- 6. Guest Speakers: California Department of Aging (Virtual) 2:30 p.m.
Jackie Siukola Tompkins, Project Director
Lana Reynolds, Bureau Chief
- 7. Chairman’s Report – *Curt DeGroot, Chairman* 3:00 p.m.
- 8. California Department of Food and Agriculture Report 3:10 p.m.
Dennis Manderfield, Sr. Agricultural Economist
- 9. Panel: Joint Industry Leaders 3:20 p.m.
- 10. Board Meeting Evaluation Poll 4:50 p.m.
- 11. Additional Public Comments 4:55 p.m.
- 12. Adjourn 5:00 p.m.

Cocktail Reception – 6:00 p.m. – Oakville Terrace

Next Board of Directors Meeting – March 18-19, 2025 – The Cassara Carlsbad

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 fall meeting:

1. Evaluate previous fiscal year's program results and expenditures against goals and budget
2. Review current financial statement against budget and act on Executive Committee's recommendation
3. Receive report on independent audit and evaluation from Executive Committee
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
6. Receive Nominating Committee's recommendations and elect officers of the Board and Executive Committee.

Minutes of the Meeting of the
Board of Directors
Dairy Council of California
June 13-14, 2024
Embassy Suites, Sacramento, CA

PRESENT:

Vance Ahlem	Michael Oosten
Chuck Ahlem	Patrick Schallberger
Domenic Carinalli Jr. (6/13/2024)	Brad Scott
Curt DeGroot	Hem Shah
Maureen Lemos	Pauline Tjaarda
Steve Maddox	Arlene VanderEyck
Mike Newell	

ABSENT:

Laura Bosch	Justin Leyendekker
John Dolan	Tyler Ribeiro
Cheryl Fiello	Dennis Roberts
Joey Fernandes	Richard Shehadey
Stacy Heaton	Leaine Souza

OTHERS

PRESENT:

Matt Delgado, Dairy Council of California
Amy DeLisio, Dairy Council of California
Sonia Fernandez, Dairy Council of California
Megan Holdaway, Dairy Council of California (6/13/2024)
Kendall House, Dairy Council of California
Lisa Larsen, Dairy Council of California (6/13/2024)
Alyssa McClelland, Dairy Council of California
Rachel Otter, Dairy Council of California
Sandra Torres, Dairy Council of California (6/13/2024)
Efrain Valenzuela, Dairy Council of California
Alex Vigil, Dairy Council of California
Shannan Young, Dairy Council of California
Dennis Manderfield, California Department of Food and Agriculture
Dr. Betty Crocker, Lodi Unified School District (6/14/2024)
Kori Dover, California Beef Council (6/14/2024)
Marco Hernandez, MHC United (Virtual, 6/13/2024)
Mike Miller, Brown Miller Communications (Virtual, 6/13/2024)

Thursday, June 13, 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 March 14-15, 2024, Minutes

Chairman DeGroot asked the Board members to review the Standards of Performance, Anti-Trust Statement and meeting minutes from March 14-15, 2024.

IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY PATRICK SHALLBERGER TO APPROVE THE FULL BOARD MINUTES FROM MARCH 14-15, 2024. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, DOMENIC CARINALLI, JR., CURT DEGROOT, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL OOSTEN, PATRICK SCHALLBERGER, BRAD SCOTT, HEM SHAH, PAULINE TJAARDA, ARLENE VANDEREYK. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, JOHN DOLAN, CHERYL FIELLO, JOEY FERNANDES, STACY HEATON, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, RICHARD SHEHADEY, LEAINE SOUZA (BOARD MOTION 2024-6-13 BD#1).

Public Comment

None

CEO Report

Ms. Amy DeLisio shared various organizational updates, including the warehouse transition, staff engagement in the branding update process, global engagements and media and publications updates. The Dairy Council of California (DCC) hosted a California Dairy Sustainability Summit dinner to discuss sustainable nutrition and gather perspectives from dairy and nutrition industry stakeholders. Ms. DeLisio also shared updates on national guidelines and their plans to monitor and submit comments on the benefits of milk and dairy as part of food-based dietary guidelines. Lastly, Ms. DeLisio announced a continued focus on evaluating engagement and investing resources in areas with the most impact.

2023-2024 Financial Report through May 31, 2024

Mr. Matt Delgado presented a report on the organization's financial changes and investment preparations for the next fiscal year. The report highlighted a decrease in reserves due to agreed-upon withdrawals and a decline in industry assessments receivable, depreciation of property and equipment and a decrease in materials inventory. The deferred pension liabilities remained unchanged. The organization's financial position was reported to be slightly under budget with an income deficit, due to a delay in assessment processing. The team discussed adjustments to expenses, reallocating personnel and an increase in insurance costs.

IT WAS MOVED BY MIKE NEWELL AND SECONDED BY ARLENE VANDEREYK TO APPROVE THE FINANCIAL REPORTS FOR THE PERIOD JULY 1, 2023, THROUGH MAY 31, 2024, AS PRESENTED. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, DOMENIC CARINALLI, JR., CURT DEGROOT, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL

OOSTEN, PATRICK SCHALLBERGER, BRAD SCOTT, HEM SHAH, PAULINE TJAARDA, ARLENE VANDEREYK. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, JOHN DOLAN, CHERYL FIELLO, JOEY FERNANDES, STACY HEATON, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, RICHARD SHEHADEY, LEAINE SOUZA (BOARD MOTION 2024-6-13 BD#2).

DCC Brand Refresh

Mr. Alex Vigil provided a brief background on the brand refresh process before introducing Mr. Mike Miller, Brown Miller Communications, and Mr. Marco Hernandez, MHC United. Mr. Miller reviewed the process involving extensive research and stakeholder interviews, leading to the development of logo design concepts. Mr. Hernandez presented two black-and-white logos and his thoughts behind their designs before opening for feedback. Ms. DeLisio will choose which logo to modify slightly before continuing the rebranding process. It was suggested the focus should be on integrity in messaging and education. The goal is to have the new brand fully executed by the end of July 2024.

2023-2024 Success Plan Report

Ms. Shannan Young highlighted DCC's shift from a customer transactional to a business-to-business organization, with a focus on engaging the dairy community as advocates. Ms. Young detailed the engagement of the Dairy Council community, introduced a new advocacy evaluation metrics system, and discussed DCC's efforts toward promoting healthy eating patterns. Lastly, she announced the completion and publication of culturally responsive nutrition education materials for infants and toddlers, DCC's provision of input and guidance on 23 policies and guidelines, and their extensive outreach and education efforts.

Success Plan in Action Gallery Walk

Partnerships & Collaborations – Society for Nutrition Education and Behavior & Let's Eat Healthy

Ms. Alyssa McClelland and Ms. Sonia Fernandez highlighted strategic partnerships and examples of co-creations advancing the Let's Eat Healthy (LEH) initiative through strategies including education and advocacy and dairy agricultural literacy. They showcased LEH engagements achieved through community grants, convenings, podiums and community and school district partnerships to advance access to nutrition and dairy agriculture literacy educational resources. Co-creations spotlighted include the LEH Toolkit and Explore Dairy.

Education & Advocacy – First 1,000 Days

Ms. Megan Holdaway and Ms. Sandra Torres shared collective outcomes with a focus on the First 1,000 Days and the work DCC is doing at the institutional and community levels. An example of DCC's thought leadership was shared as a poster, "Optimizing Access to Milk and Dairy Foods During the First 1,000 Days of Life", which highlights successes beginning with the launch of the LEH initiative and the Well-Nourished, Brighter Futures Convenings, to the University of California, Irvine Needs Assessment and a high-level overview of the My First 1,000 Days Dairy initiative.

Operations – Office Move/ Transition & Marketing/Comms

Office Move – It was reported that the multi-year lease for the new DCC office had been signed and that preparations for the office move had begun. DCC is contracted with a

relocation management company to assist with creating the floor plan, purchasing furniture and construction assistance. The new space will not have a warehouse component, which is the reason for our third-party fulfillment contract. DCC bartered the cost to move resources by giving them pallet shelving, and other warehouse equipment. Construction on the new suite has started and is expected to be completed by August 1, 2024.

Third-Party Fulfillment – The DCC warehouse foreman will train third-party staff on shipping processes from July through November 2024, so when he retires the vendor will be completely prepared to take over. A QR code was provided for those who wished to see the new office space as it's being built.

Digital Forward – DCC continues to focus on a digital forward strategy which includes upgrading systems and processes such as new image gallery software and a new email and social tool called HubSpot. Three educator guides were transitioned to digital resources with no pushback from educators.

Brand and Website Updates – As the updated brand comes to fruition in July 2024, the websites will be consolidated under DairyCouncilofCA.org. These will be big priorities in the coming fiscal year.

Dairy Ag Literacy – Building Value for Dairy

Mr. Efrain Valenzuela and Ms. Lisa Larsen highlighted how DCC builds value for the dairy community's innovation in sustainable nutrition in the following ways: Mobile Dairy Classroom (MDC), integrating milk and dairy foods into farm-to-school, showcasing experiential dairy exhibits and building partnerships with agriculture leaders. MDC created virtual assemblies in American Sign Language and Spanish, they also attended ag days and events. DCC also engages in farm tours for adults and students. DCC built partnerships by hosting pre-conference dinners, co-creating resources with Ag in the Classroom and projects with the CA Cattle Council.

Nominating Committee Report

Nominating Committee member, Mr. Brad Scott, discussed potential new members for the board and the need for existing members to reapply. It was expressed that some members have decided not to seek reappointment and those positions would also need to be filled. Mr. Scott, Ms. VanderEyck and Mr. John Dolan agreed to continue as part of the Nominating Committee.

CDFA Report

Mr. Dennis Manderfield indicated that CDFA will conduct the Board of Directors nomination and preference voting process in August and September. He reminded everyone that CDFA will utilize the recently updated DCC Nomination and Preference Voting Procedures. Mr. Manderfield then reported on recent developments regarding the Producer Review Board (PRB) and the Quota Implementation Program (QIP). He indicated that the PRB had recently recommended that CDFA conduct a vote of California milk producers to consider changes to the QIP including reduction of the quota differential and elimination of the regional quota adjusters. CDFA Secretary Karen Ross has concurred with the PRB's recommendation and is planning to conduct such a vote beginning in late August. Prior to the industry vote, CDFA plans to conduct a series of meetings throughout the state beginning in July to provide the industry with the opportunity to learn about the proposed changes.

Chairman's Report

Chairman DeGroot thanked all for coming to the Sacramento board meeting, the DCC staff and appreciation for Ms. DeLisio. Chairman DeGroot reminded everyone of the reception and dinner later in the evening.

Additional Public Comment

None

Adjourn for Day

Chairman DeGroot adjourned the meeting at 4:33 p.m.

Friday, June 14, 2024

Call to Order

Chairman DeGroot reconvened the meeting at 8:00 a.m.

Public Comment

None

Advocating for Dairy's Role in Nutrition Security

Dr. Betty Crocker, Lodi Unified School District, reviewed the nutrition security impacts on communities and the importance of federal meal programs such as the National School Lunch and Breakfast, WIC and SNAP help pair dairy foods with nutritional security to provide high-quality nutrients and are accessible, affordable and culturally relevant for a diverse population. Dr. Crocker shared that the Grab & Go Drive Thru service provides jugs of milk, nutrition education resources and perishable foods for families for 10 days of breakfast and lunch. Dr. Crocker shared pain points such as large school district challenges, significant food waste, cost fluctuations and growing dairy allergies.

Collaboration Highlight: De Snayer Dairy Farm Tour

Ms. Alyssa McClelland reported the importance and benefits of maintaining ongoing collaborative efforts in agricultural education and industry practices. Nutrition education is a continuation of learning experiences that support individuals to build knowledge and essential skills to make healthy food choices. Explore how agricultural education has extended beyond traditional in-person Methods Development Clinics to include various other learning platforms and methods.

Ms. Kori Dover, California Beef Council, shared their outreach methods focused on childhood nutrition, strategic partnerships with Healthy Kids Collaborative and The Culinary Institute of America and the California Beef in Schools Pilot Project. Ms. Dover explained how the Council is strengthening their partnerships to enhance educational efforts highlighting the nutritional benefits of beef and dairy and building consumer trust through unified messaging.

Mr. Efrain Valenzuela reported on the De Snayer Farm Tour activities by sharing that endorsement and support can amplify the DCC message, driving positive change and sustainable practices. Direct interaction on farm tours allows farmers to address and correct any misconceptions or misinformation about dairy farming practices, thereby

building trust with consumers. For schools and educational groups, farm tours serve as practical learning experiences, teaching students about agriculture, animal husbandry and sustainable farming practices. This comprehensive approach not only educates but also fosters a greater appreciation and understanding of the sustainable practices essential to dairy farming. The Mobile Dairy Classroom continues to be DCC's flagship program, but farm tours play a crucial role in its dairy agricultural literacy strategy.

DCC Policy Manual Updates and Administrative Policies Approval

Ms. Kendall House provided a high-level report on the updates to the DCC Policy Manual and the 2024-2025 DCC Administrative Policies. Notable modifications to the DCC Administrative Policies include the revision of the vehicle purchase language and an increase in the equipment purchase limit of the Chief Executive Officer. Notable modifications to the DCC Policy Manual include updates to the vacation policy, acquisitions section, contracts and reimbursement rates for board members' meals.

IT WAS MOVED BY CHUCK AHLEM AND SECONDED BY VANCE AHLEM TO APPROVE THE UPDATES TO THE DCC POLICY MANUAL AND THE DCC ADMINISTRATIVE POLICIES, AS PRESENTED. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL OOSTEN, PATRICK SCHALLBERGER, BRAD SCOTT, HEM SHAH, PAULINE TJAARDA, ARLENE VANDEREYK. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, DOMENIC CARINALLI, JR., JOHN DOLAN, CHERYL FIELLO, JOEY FERNANDES, STACY HEATON, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, RICHARD SHEHADEY, LEAINE SOUZA (BOARD MOTION 2024-6-14 BD#1).

2024-2025 Strategic Success Plan

Ms. DeLisio shared the updated vision, which emphasizes the importance of milk and dairy as essential solutions for nutrition, security and sustainable food systems. The organization's strategy for 2025 focuses on four key areas: building value for milk and dairy foods, sustaining organizational thriving, dairy and literacy, and education and advocacy. The strategy also includes an emphasis on partnerships and collaborations, as well as investments in digital solutions, staff development and research. The organization aims to increase knowledge, awareness and value for dairy, and to equip community members with skills to advocate for dairy and inclusive nutrition.

IT WAS MOVED BY VANCE AHLEM AND SECONDED BY PATRICK SHALLBERGER TO APPROVE THE UPDATED DAIRY COUNCIL OF CALIFORNIA VISION AND CAUSE AND THE 2024-2025 STRATEGIC SUCCESS PLAN, AS PRESENTED. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL OOSTEN, PATRICK SCHALLBERGER, BRAD SCOTT, HEM SHAH, PAULINE TJAARDA, ARLENE VANDEREYK. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, DOMENIC CARINALLI, JR., JOHN DOLAN, CHERYL FIELLO, JOEY FERNANDES, STACY HEATON, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, RICHARD SHEHADEY, LEAINE SOUZA (BOARD MOTION 2024-6-14 BD#2).

Closed Session

The Board entered into a closed session at 10:40 a.m. pursuant to California Government Code 11126(a) regarding the appointment, employment, evaluation of performance or dismissal of an employee.

Return to Open Session

The Board reconvened in open session at 10:45 a.m. Chairman DeGroot reported that during the closed session, the Board discussed the performance of Ms. DeLisio during the past 2023-2024 fiscal year. He reported further that the Board had voted to renew the DCC CEO contract with Ms. DeLisio for the 2024-2025 fiscal year with a salary increase.

2023-2024 Proposed Budget, Organizational Salary Schedule and Assessment Rate

Ms. DeLisio reported working with an external organization to review the salary schedule to ensure it's aligned with the market. A 3% increase was approved by the Executive Committee in March 2024 initially. Some classification changes were implemented as those positions took on new duties and responsibilities, which is also reflected in the updated organization chart.

Mr. Delgado reported on the proposed budget for FY 24-25 that included an overall decrease in expenses. The proposed budget also included funds for capital expenses such as the new Mobile Dairy Classroom truck and office furniture for the new building. The team also discussed expenses that were increasing, such as insurance policies and staff costs. The proposed budget maintains assessment rates at current levels with no changes.


IT WAS MOVED BY ARLENE VANDEREYK AND SECONDED BY PATRICK SHALLBERGER TO APPROVE THE UPDATED ORGANIZATIONAL SALARY STRUCTURE, THE PROPOSED 2024-2025 BUDGET, THE PROPOSED 2024-2025 ASSESSMENT RATES WITH NO INCREASES AND THE PURCHASE OF PROPERTY AND FURNITURE, AS PRESENTED. THE MOTION WAS UNANIMOUSLY CARRIED. AYES: CHUCK AHLEM, VANCE AHLEM, CURT DEGROOT, MAUREEN LEMOS, STEVE MADDOX, MIKE NEWELL, MICHAEL OOSTEN, PATRICK SCHALLBERGER, BRAD SCOTT, HEM SHAH, PAULINE TJAARDA, ARLENE VANDEREYK. NAYS: NONE. ABSTAIN: NONE. ABSENT: LAURA BOSCH, DOMENIC CARINALLI, JR., JOHN DOLAN, CHERYL FIELLO, JOEY FERNANDES, STACY HEATON, JUSTIN LEYENDEKKER, TYLER RIBEIRO, DENNIS ROBERTS, RICHARD SHEHADEY, LEAINE SOUZA (BOARD MOTION 2024-6-14 BD#4).

Additional Public Comments

None

Adjourn


Chairman DeGroot adjourned the meeting at 11:05 a.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 June 13-14, 2024.

Submitted By: 

Amy DeLisio
Chief Executive Officer