

Draft Minutes
Joint Evaluation Advisory Committee
Sheraton Denver Downtown
Denver, Colorado
July 28, 2010

Members Present

Dave Schubel, Chair
Kim Brackett
Jeff Clausen
David Dick
Jon Kirkbride
Jim Steinbeisser

Scott George, Vice Chair
Homer Buell
Virginia Coelho
Ted Greidanus
Andrew Murphy
Craig Uden

Committee staff

Polly Ruhland, CBB

Call to Order

Dave Schubel, Chair, called the meeting to order at 6:05 p.m.

Schubel asked all committee members and guests to introduce themselves. Thirty-four guests were present and included many producer leaders, staff, as well as Craig Shackelford, USDA-AMS and Brad Copenhaver, USDA-AMS intern.

Approval of Agenda

David Dick moved and Jeff Clausen seconded a motion to approve the meeting agenda. Motion passed.

Approval of Minutes of April 16, 2010 Meeting

Jon Kirkbride moved and Kim Brackett seconded a motion to approve the minutes of the last meeting. Motion passed.

Evaluation Report

Polly Ruhland gave a report to the committee on current work of the evaluation program, including:

- Development of the Qualified State Beef Council Annual Evaluation Survey
- Research project review and evaluation in August
- Preparation of draft ARs for program committee review
- Finalization of external evaluations of the National Beef Cookoff and the Producer Communications program

Report on External Evaluation of the National Beef Cookoff Program AR for 2009

Bruce Hollander, Don Jacoda Associates, New York, NY, presented the final report of the external program evaluation of the 2009 National Beef Cookoff authorization request.

The full report is available as an attachment to these minutes. The committee discussed the report's findings. Discussion topics included:

- Promotional tie-ins
- Online and viral marketing
- Costs involved in recipe contests alone vs. those leading to an event

Andrew Murphy moved and Jim Steinbeisser seconded a motion to approve the external evaluation report as presented and directed staff to present it to the Public Relations Subcommittee. Motion passed.

Report on External Evaluation of the Producer Communications AR for 2009

Claudine Wargel, Demeter Communications, presented the final report of the external program evaluation of the 2009 Producer Communications authorization request. The full report is available as an attachment to these minutes. The committee discussed the report's findings, and Lynn Heinze, CBB executive director, producer communications answered committee questions on the program. Lively and extensive discussion followed, with topics including:

- Elements incorporated in 2010 and 2011 ARs to drive traffic to MyBeefCheckoff.com
- Contents of the state and producer leader toolkits on MyBeefCheckoff.com
- Efforts to reach the "uninformed" producer audience
- Other specific PC tactics including advertising, online and auction markets

Committee members were told that they could be given temporary access to MyBeefCheckoff.com to review the materials available by emailing Polly with that request.

Andrew Murphy moved and Jeff Clausen seconded a motion to approve the external evaluation report as presented and directed staff to present it to the Producer Communications committee. Motion passed.

The committee discussed the fall committee meeting and came to the consensus that the meeting could be held via conference call if necessary business warranted such a call.

Adjourn

Homer Buell moved and David Dick seconded a motion to adjourn. Motion passed.

Dave Schubel adjourned the meeting at 8:27 p.m.

Attachments to these minutes:

Final Report, 2009 National Beef Cookoff

Final Report, 2009 Producer Communications