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# EVALUATION ADVISORY COMMITTEE DRAFT MEETING MINUTES

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Capitol Ballroom 5-6

Wednesday, August 1, 2018 • 1:00 PM – 3:00 PM

Jackie Means, Chairman (C)  
Steve Hanson, Vice Chairman (F)

<b>Purpose Statement:</b>	The Joint Evaluation Advisory Committee will measure program effectiveness in accomplishing industry and program goals, objectives, and strategies, to inform the program decisions of producer leaders. The evaluation process is essential for improving future programs, strengthening producer profitability and enhancing accountability to producers.
<b>Members Present:</b>	Jackie Means, Chair, Steve Hanson, Vice Chair, Ryan Moorhouse, Bob Mitchell, Jana Malot, Paul Moss, Laurie Munns, James Schmidt, Becky Walth <b><u>Members Absent:</u></b> Joe Horstman, Kristin Larson, Mike Smith
<b>Staff Liaison:</b>	Courtney Kalous, CBB

### Call to order

Jackie Means called the meeting to order at 1:05 p.m.

### Approval of Agenda

Jackie asked the committee for any edits to the agenda. Laurie Munns moved to approve the agenda as presented. Jana Malot seconded. Motion passed.

### Review of Minutes

Steve Hanson reminded the committee a copy the minutes are at each spot and were approved via email in April. He asked for any questions or discussion on the minutes.

### Program Evaluation 3<sup>rd</sup> Quarter Reports

Jackie reminded the committee the full report was sent via email on July 26 for their review. She shared an overview including all programs are on track at this point. Jackie asked Courtney Kalous, CBB Evaluation Staff, to seek further clarification from NLPA regarding the attendance at the Antibiotic Symposium. The final attendance was lower than the previous year and below the goal of 200 attendees. Jackie asked Courtney to report back to the committee.

### Producer Communications Program Review Report

Steve introduced David Rockland, PhD, Sarah Dutton, and Emily Peet of Rockland Dutton Research & Consulting to present the producer communications program review report approved on the April webinar. There were various questions and discussion.



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## **Performance Efficiency Measures Update Final Report**

Jackie invited David Rockland, PhD, Sarah Dutton and Emily Peet of Rockland Dutton Research & Consulting to present the performance efficiency measures update preliminary report. There were various questions and discussion. James Schmidt moved to approve the performance efficiency measures update final report. Bob Mitchell seconded. Motion passed.

## **Operating Committee List of Needs for Evaluation Discussion**

Steve invited the members of the Operating Committee present to join the Evaluation Committee around the table. Steve shared the background of the list created in 2011 by former Evaluation Committee Chair, Ted Greidanus, with the 2011 Operating Committee. This list has driven many changes and advancements in the evaluation program, but it is time for an update. After various discussion and questions, the committee asked Courtney to update the list with the changes discussed, and forward to the committee for final approval.

## **Other Business**

Jackie called for other business. Courtney presented an updated graph of the Retail Beef Index.

## **Adjourn**

The meeting of the Joint Evaluation Advisory Committee adjourned at 3:05 p.m.