

Minutes
Evaluation Advisory Committee Meeting
Wednesday, July 12, 2017
Hyatt Regency Denver – Mineral Hall DE
Denver, Colorado

Members Present

Jackie Means, Chair	Steve Hanson, Vice Chair
Dawn Caldwell	Joe Horstman
Jana Malot	Bob Mitchell
Paul Moss	Ryan Moorehouse
Liz Para	James Schmidt
Mike Smith	Becky Walth

Committee staff

Courtney Kalous, CBB

Call to order

Jackie Means called the meeting to order at 1:05 p.m. with introductions and a review of the committee purpose statement.

Approval of Agenda

Steve Hanson asked the committee for any edits to the agenda. Ryan Moorehouse moved to approve the agenda as presented. Jana Malot seconded. Motion passed.

Approval of Minutes

April 12, 2017 Minutes: Jackie reminded the committee the minutes were distributed via email on April 20, 2017, and asked for any edits to the minutes. Becky Walth moved to approve the minutes as presented. James Schmidt seconded. Motion passed.

Federation Initiative Fund Update:

Steve introduced Dawn Caldwell, Federation of State Beef Councils Vice Chairman, to share an update on the Federation Initiative Fund. Dawn shared a brief history of the fund established in 2006 as a state helping state program. The Federation Initiative awarded \$48,895 to 9 state beef councils to fund 9 programs in fiscal 2017.

Second Quarter Program Update

Jackie reminded committee members the second quarter report was distributed via email on April 28, 2017, asked for questions, and called on Courtney Kalous, CBB staff, to share the second quarter program update. Courtney reported all checkoff funded programs were on track through the second quarter of fiscal 2017, and mentioned questions received about the Producer Communications AR. To address the questions, Polly Ruhland, CBB CEO, shared a producer communications program update on the current environment, challenges and how the program is adapting and changing.

Beef Demand Determinants Study Update:

Steve introduced Glynn Tonsor, PhD, Kansas State University, to share an update on the Beef Demand Determinants study. The study launched in late April, and Glynn shared preliminary findings. The first two phases are complete, and the final two phases will be conducted this fall. After various discussion and feedback from the committee, Glynn shared plans to present the results of the study at Annual Convention in February 2018.

Other Business

Jackie reminded the committee of the retail demand indices that were created as part of the Detailed Beef Demand Index project in fiscal 2016, and asked for discussion on leveraging the initial investment to update the indices with current data. There was various discussion. Paul Moss moved to update the retail demand indices through June and facilitate the potential transfer of the updated indices to a contractor for long term maintenance, the expenses not to exceed \$5,000. Priority given to updating the indices. Jana Malot seconded. Motion passed.

Adjourn

The meeting of the Joint Evaluation Advisory Committee adjourned at 2:35 p.m.