

Minutes
Evaluation Advisory Committee Meeting
Wednesday, April 10, 2019
Teleconference/Webinar

Members Present

Jackie Means, Chair
Randall Debler
Joe Horstman
Laurie Munns
James Schmidt
Turk Stovall

Ryan Moorhouse, Vice Chair
Steve Hanson
Jana Malot
Jeff Rudolph
Mike Smith

Guests Present

Chad Smith, CBB

Todd Johnson, NCBA

Members Absent

Becky Walth

Committee staff

Courtney Kalous

Call to order

Jackie Means called the meeting to order at 12:00 p.m.

Approval of Agenda

Jackie asked the committee for any edits to the agenda. James Schmidt moved to approve the agenda as presented. Turk Stovall seconded. Motion passed.

Review of Minutes

Ryan Moorhouse reminded the committee the minutes were approved via email vote on March 4, 2019 and asked for any questions or discussion.

ROI Study Task Force Report

Ryan shared an update on work completed by the task force including issuing the Request for Proposals (RFP), review of the proposal received, and the recommendation to select the proposals submitted by Harry Kaiser, Cornell University. He also shared an overview of the task force's discussion about extending the timeline and including for-profit and private companies in the RFP to encourage the submission of more proposals the next time the committee commissions this study. There were various questions and discussion. Steve Hanson moved to approve the selection of Harry Kaiser's proposal for the 2019 ROI study. Laurie Munns seconded. Motion passed.

Meat Demand Monitor Update

Jackie shared an update after her discussion with the Operating Committee at their meeting in March. The Operating Committee does not think this study belongs in the Evaluation Committee at this time. There was various discussion.

Orientation to Checkoff Evaluation and the Evaluation Committee

Ryan and Jackie shared background information on the structure and duties of the Evaluation Committee, the relationship to the Operating Committee and the purpose statement. Together with Courtney Kalous, they also shared information on measurable objectives, performance efficiency measures, external expert program reviews, research projects and the annual evaluation report.

Other Business

Ryan called for other business. Ryan made one announcement related to the fiscal 2020 evaluation budget and asked members to watch their email for details once the CBB Budget Committee meets to recommend the 2020 CBB budget. No other business came before the committee.

Adjourn

The meeting of the Joint Evaluation Advisory Committee adjourned at 12:40 p.m.