

Draft Minutes
Joint Evaluation Advisory Committee Meeting
Monday, July 29, 2019
Gaylord Rockies Resort & Convention Center
Denver, Colorado

Members Present

Jackie Means, Chair	Ryan Moorhouse, Vice Chair
Randal Debler	Joe Horstman
Jana Malot	Laurie Munns
Jeff Rudolph	James Schmidt
Turk Stovall	

Members Absent

Katie Brenny	Mike Smith
Becky Walth	

Committee staff

Courtney Kalous

Call to order

Jackie Means called the meeting to order at 1:03 p.m.

Approval of Agenda

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

Review of Minutes

Ryan Moorhouse reminded the committee a copy the minutes are at each spot and were approved via email in April 2019. He asked for any questions or discussion on the minutes. There were no questions or discussion.

FY2019 3rd Quarter Checkoff Programs Report

Jackie noted all contractor reports were received on time and most programs are on target for the third quarter. Jackie asked for any questions or discussion. Ryan stated he had a question regarding AR 1930 NAMI tactic A-4. The tactic was marked red/unattainable and he would like further explanation and context for why this tactic is unachievable. Staff was directed by consensus to follow-up with NAMI and report back to the committee via email. There were no further questions or discussion.

Econometric Analysis of Checkoff Expenditures (ROI) Study Report

Ryan introduced Dr. Harry Kaiser, Professor, Cornell University, to share the study results. The ROI study is required by USDA to be conducted at least every 5 years. The last study completed in 2014 was also conducted by Dr. Kaiser. After the presentation, there were various questions and discussion. It was noted that the report needs to more clearly state the study only evaluated the CBB or national portion of checkoff funds for the purpose of full transparency. This direction will be shared with the CBB Producer Communications staff for inclusion in all ROI dissemination efforts. Laurie Munns moved to approve the 2019 ROI Study as presented by Dr. Kaiser. Turk Stovall seconded. Motion approved.

Consumer Trends Update

Jackie introduced Shawn Darcy and Alison Krebs to present Consumer Trends update. Shawn is the Director of Market Research and Alison is the Director of Market Intelligence at NCBA. The market research team conducts consumer research and analyzes market intelligence to help other checkoff teams improve the impact of their programs. There were various questions and discussion.

Future ROI Studies – Environmental Scan Discussion

Ryan share a background on the RFP process for the ROI study and recommendations from the ROI task Force to improve the process for next time the study is conducted. In addition, the discussion about updating the OC List of Needs with Operating Committee at the meeting last summer raised questions regarding frequency of ROI studies and alternative methodologies. Dr. David Rockland, Partner & CEO, Rockland Dutton Research & Consulting was asked to conduct an environmental scan of other commodity boards as well as other private and non-profit groups to address the recommendations for the ROI Task Force and questions related to the discussion with the OC, and share his findings and recommendation. After the presentation, there were various questions and discussion. James Schmidt moved to direct Rockland Dutton, acting as CBB Evaluation staff, to explore the options available, including cost, to the committee to conduct ROI-type studies utilizing existing data generated by or already purchased by the checkoff and report back to the committee. Randall Debler seconded. Motion was approved with one nay vote by Laurie Munns.

Other Business

Jackie called for other business. No other business came before the committee.

Adjourn

The meeting of the Joint Evaluation Advisory Committee adjourned at 3:15 p.m.