



Funded by the Beef Checkoff.

Investor Relations Working Group DRAFT Meeting Minutes

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Spruce 4 Room

Wednesday, July 31, 2019 • 12:30 PM – 3:00 PM

Brian Malaer: Co-Chairman (C)

Glenn Payne: Co-Chairman (F)

Chad Smith: Staff Liaison

Purpose Statement:	Develop strategies that communicate checkoff-funded program results, educate, and build relationships with checkoff investors to gain a better understanding of the Beef Checkoff Program.
Attendees:	Brian Malaer, Glenn Payne, Dean Black, Larry Jefcoat, Nathan Martin, Kiley Martinell, Paul Moss, Wallace Schulthess, Jo Stanko, Valerie Bass, Suzanne Geppert, Kevin Thielen and Richard Wortham.
CBB Staff:	Chad Smith and Sara Arp

Welcome/Call to Order

Co-Chair Brian Malaer called the meeting to order at 12:30 PM.

Approval of Agenda/Minutes

It was moved and seconded to approve the agenda. The motion carried.

It was moved and seconded to approve the meeting minutes of the Investor Relations Working Group meeting held February 1, 2019 at the 2019 Cattle Industry Convention. The motion carried.

AR Review Process

In preparation for scoring the Authorization Request (AR) tactics presented to the Investor Relations Working Group, Co-Chair Glenn Payne led the working group through a review of the working group ground rules. The Investor Relations Working Group Purpose Statement, the LRP strategic initiatives that align with the working group, and the purpose of the meeting were reviewed. Co-Chair Brian Malaer reviewed the tactic scoring process.

Presentation of AR Tactics by Cattlemen's Beef Board

For fiscal year 2020, one (1) AR with four (4) tactics was presented to the Investor Relations Working Group. These tactics directly address the working group's purpose statement and the Long Range Plan strategic initiatives important to the Investor Relations Working Group:

- 2050-A: Producer Communications Listening Platform
- 2050-B: Integrated Producer Communications Program
- 2050-C: Producer Communications Public Relations
- 2050-D: Producer Communications Stakeholder Support



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Presentation of Tactic Scores and Additional Q & A with Contractor

AR scores for each tactic were presented by CBB staff. Working group members had additional discussion with the contractor about the tactics presented to the Investor Relations Working Group.

The Co-Chairs explained the tactic scores had been averaged and it was the responsibility of the committee to agree on comments to help contractors make improvements in their tactics and provide guidance to the Beef Promotion Operating Committee (BPOC).

The working group collaborated to develop comments on each tactic to provide feedback to the BPOC and the contractor.

Wrap up and Next Steps

The BPOC will meet in Denver in September to review all FY 2020 Authorization Requests and make funding decisions.

The next meeting of the Investor Relations Working Group will be during the 2020 Cattle Industry Convention in San Antonio, Texas

Adjournment

The committee adjourned at 2:58 PM.