

Market Research Working Group DRAFT Meeting Minutes

2019 Cattle Industry Summer Business Meeting

Aurora, CO

Gaylord Rockies Resort and Convention Center • Homestead 2

Wednesday, July 31, 2019 • 1:30 PM – 3:00 PM



Funded by the Beef Checkoff.

Norman Voyles Jr.: Co-Chairman (C)

Alan Lyman: Co-Chairman (F)

Shawn Darcy, Staff Liaison

Statement of Purpose: *Engage at committee meetings to understand and feel confident that, where applicable, market research is being used effectively to support how Checkoff-funded programs are being developed and/or evaluated.*

Motion to approve agenda: Made by D.J. Edwards; Seconded by George Cooksley; Motion passed.

Motion to approve minutes from last meeting: Made by Kathy Creighton-Smith; Seconded by D.J. Edwards; Motion passed.

Highlights from meeting

- Discussed Checkoff committee meeting outcomes applicable to Market Research Working Group.
- Discussion from Co-Chairs on meeting attendance, reiterating the importance of joining the webinars and face-to-face meetings.
 - At group's request, discussion included exploration into moving the webinar two weeks before Convention/Summer Business Meeting, in order to help attendance.
- Group discussed and ultimately recommended posting the Market Research Working Group webinar online to make it available to committee members outside of the working group, given its value.

Motion to Adjourn: Made by Gary Deering; Seconded by George Cooksley; Motion passed.

Meeting Adjourned