Draft Minutes
Joint Evaluation Advisory Committee Meeting
Thursday, October 10, 2019
Teleconference

Members Present
Jackie Means, Chair  Ryan Moorhouse, Vice Chair
Randal Debler  Joe Horstman
Jana Malot  Mike Smith
Jeff Rudolph  James Schmidt
Becky Walth

Members Absent
Katie Brenny  Laurie Munns
Turk Stovall

Committee staff
Sara Arp  Courtney Kalous

Call to order
Jackie Means called the meeting to order at 11:03 a.m.

Approval of Agenda
Jackie asked the committee for any edits to the agenda. James Schmidt moved to approve the agenda as presented. Becky Walth seconded. Motion passed.

Review of Minutes
Ryan Moorhouse reminded the committee a copy the minutes was distributed and approved via email in August 2019. He asked for any questions or discussion on the minutes. There were no questions or discussion.

Future ROI Studies – Process Updates
Jackie shared a recap of the committee’s discussion at the July meeting regarding the task force recommendations to update the RFP process for future ROI studies. There was various discussion. Jana Malot moved to approve updates to the ROI RFP process, 1. Issue RFP and select winning proposal in the fall rather than the spring, 2. Extend timeline to 6-12 months, 3. Conduct a scan of other commodity boards ROI study process, methodology, timeline, etc., and 4. Direct evaluation staff to begin work now toward inclusion of Federation and State Beef Council funds, where possible, in the next ROI study. Randall Debler seconded. Motion approved.

Evaluation Committee Project Options
Ryan shared an update with the committee on his presentation to the Operating Committee in September and presented the project options to the committee. There was various discussion. Jana Malot moved to approve a study to determine the consumer demand impact of alternative protein, including the aspects of sustainability related to consumer perceptions of alternative protein. Mike Smith seconded. Motion was approved.

Other Business
Ryan called for other business. No other business came before the committee.

Adjourn
The meeting of the Joint Evaluation Advisory Committee adjourned at 11:45 a.m.