

# Innovation Committee DRAFT Meeting Minutes

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX

Henry B. Gonzalez Convention Center • Room 217 D

Thursday • Feb 6 • 1:30 - 4:30 PM



Funded by the Beef Checkoff.

Katie Cooper, Co-Chairman (C)

Steve Walker, Co-Chairman (F)

<b>Purpose Statement:</b>	To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.
<b>Attendees:</b>	Katie Cooper, Steve Walker, Sarah Metzler, Joan Ruskamp, Raymond Erbele, Steve Hobbs, Bilynn Johnson, Dwain Johnson, Bill King, Richard McElhaney, Kristina McKee, Ernie Morales, Tim Pennell, Jenni Peters, Sara Prescott, CW Senn Jr., Rob Von Der Lieth, Rob Williams, Keith Baxter, Andy Bishop, Dean Black, Katie Brenny, Jay Dalton, Dan Gattis, Lynn George, Jamie Graham, Joe Horstman, Jeff Johnson, Laurie Johnson, Larry Jones, Andy Kellom, Becca McMillan, Sallie Miller, Kyra O'Brien, Gloria Payne, James Ramm, Brandi Richards, Valerie Bass, Ali Cantrell, Bridget Bingham, Lauren Scheller Maehling, Brent Tanner
<b>Staff:</b>	Laura Hinton, Paul Dybedahl

## 1:32 PM - Welcome/Call to Order/Introductions

Meeting was called to order by co-chairs Katie Cooper and Steve Walker. All present committee members introduced themselves and completed an ice breaker question around the room.

## 1:48 PM - Approve Agenda and Minutes

Co-chair Steve Walker suggested revising the agenda by moving the review of the committee purpose statement from the Committee Agenda Overview section to the Adopt FY2021 Strategic Initiatives section to help with meeting flow and focus. Steve asked for any additional edits or a motion to approve.

A motion was made by Keith Baxter to approve the Convention Innovation Committee Agenda. Second by Richard McElhaney. Motion passes.

Motion was made by Dean Black to approve the Summer Business Meeting Minutes. Second by CW Senn Jr. Motion passes.

Co-chair Steve Walker reviewed the items in the committee member's folders that were on the tables.

## 1:49 PM - Committee Agenda Overview

Co-chairs Katie Cooper and Steve Walker reviewed the meeting ground rules, voters versus non-voters in the room, and the main goals of the meeting to adopt Strategic Initiatives and learn about checkoff programs.

## 1:53 PM - Review Beef Checkoff Planning Process

Co-chair Katie Cooper reviewed the Beef Checkoff Planning Cycle with an annual look at the process. Katie reviewed the FY2020 Innovation Committee Funding Summary that showed the operating committee approved funding amounts for tactics reviewed by the Innovation Committee during the previous Summer Business Meeting. Katie reviewed the history of the Long Range Plan, along with the Four Core Strategies and the Strategic Initiatives associated with each.

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## 2:01 PM – Review Purpose Statement and Adopt FY2021 Strategic Initiatives

Co-chair Steve Walker reviewed the Innovation Committee Purpose Statement, followed by a review of the FY2021 proposed strategic initiatives.

The committee had discussion about the committee purpose statement. A unanimous agreement was made to proceed with the purpose statement as read.

Committee members discussed at tables the strategic initiatives as proposed.

Recommendations from the committee discussion include:

- Reword “Research and Innovate New Production Technologies” to more clearly define it for the live animal side of the industry.
- Remind contractors that programs need to retain innovative approaches in ARs or possibly feed into another committee.
- Consider “Protect Beefs Image,” especially in response to plant-based alternatives.
- Include “both domestic and foreign” as a bullet point in the last Strategic Initiative “Improve our Product.”

Motion was made to swap “Engage Advocates” with “Protect Beefs Image.” Motion was withdrawn.

Motion was made to add “Protecting Beefs Image” to the Innovation committee. Motion failed.

Katie Brenny as a member of the operating committee reminded the group that the committee must remember not to select too many where the committee cannot provide quality comments to the OC.

Co-chair Katie Cooper called for a motion to adopt the FY2021 Innovation Committee Strategic Initiatives. A motion was made by Ernie Morales to adopt. Second by Brandi Richards. Motion passes.

## 3:13 PM – Break

3:26 Todd Johnson came to give some insights and answer questions about the Purpose Statement and Strategic Initiatives with the committee.

## 3:30 PM - Contractor Updates on FY2020 Programs and Q&A

Co-chair Steve Walker shared that the three contractors involved with the Innovation Committee Strategic Initiatives and ARs would individually come up and present on FY2020 work, expanding upon the highlights shared on Wednesday. This would be followed by a group question and answer (Q & A) session with all three contractors. These contractors included the National Cattlemen’s Beef Association (NCBA), the North American Meat Institute (NAMI), and the United States Cattlemen’s Association (USCA).

Co-Chair Katie Cooper invited all three contractors to the front for a panel-style Q & A session after their presentations.

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## 4:27 PM - Wrap Up, Next Steps, Adjourn

Co-chair Steve Walker asked if there was any further discussion on the FY21 Strategic Initiatives agreed upon earlier today, after hearing the contractor updates.

No discussion, agreement on initiatives as discussed.

Steve shared that FY2021 Strategic Initiatives will be reported to CBB and Federation at their respective meetings and shared with Contractors to begin 2021 ARs.

- Committee was asked to complete committee meeting survey they will receive from staff liaison, Laura Hinton, via email.
- Committee was reminded of their next meeting, during Summer Business Meeting, July 27 – 30, at the Gaylord Rockies, in Denver, CO.
- Steve asked for any additional topics a committee member would like to bring forward. No further topics were brought forward.

Steve asked for a motion to adjourn meeting. A motion was made by Tim Pennell to adjourn. Second by Katie Brenny. Motion passes. Meeting adjourned.