



Funded by the Beef Checkoff.

Investor Relations Working Group DRAFT Meeting Minutes

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX

Henry B. Gonzalez Convention Center • Room 221 B

Thursday • Feb 6 • 4:30 - 6:00 PM

Brian Malaer, Co-Chairman (C)
Kiley Martinell, Co-Chairman (F)

Purpose Statement:	To 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, Co-Chair Larry Jefcoat Kristina McKee Wally Schulthess Nathan Martin Valerie Bass Kevin Thielen	Kiley Martinell, Co-Chair Amelia Kent Melvin Medeiros Dean Black Gregg Wiedel Suzy Geppert Richard Wortham
Staff:	Chad Smith, Liaison	

Call to Order

Co-Chairs Brian Malaer and Kiley Martinell called the meeting to order at 4:35 PM. Introductions were made and goals and ground rules were discussed.

Approval of Agenda

Kiley Martinell asked the committee for any additions or corrections to the agenda. No changes were noted. The agenda was approved as presented.

Approval of Minutes

Brian Malaer asked for any edits to the summer conference minutes. Nathan Martin moved and Wally Schulthess seconded to approve the minutes as presented. Motion passed.

Review Purpose Statement

Brian Malaer and Kiley Martinell presented the working group's current purpose statement for review and discussion. After discussion, it was decided to strike out "develop strategies that" and leave in the word "funded". Dean Black moved and Kristina McKee seconded to approve the strike out "develop strategies that" and leave in the word funded. Motion passed.

Producer Attitude Survey

Brian introduced Sarah Metzler, CBB Director of Organizational Communications, to share the preliminary results of the recent Producer Attitude Survey. The committee thanked Sarah for her presentation.

Review Beef Checkoff Planning Process

Brian Malaer reviewed the beef checkoff planning process.



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Adopt FY 2021 Strategic Initiatives

Wally Schulthess moved and Melvin Medeiros seconded to approve the FY 2021 Strategic Initiatives as presented. Motion passed.

Contractor Updates on FY 2020 Programs and Q&A

Sarah Metzler, CBB Director of Organizational Communications, shared a Producer Communications Program update. There was lots of good discussion about the program. The group likes "The Drive" newsletter and the pocket cards and agreed that that these were good tools for sharing the work of the checkoff with producers.

Other Business

The next meeting will be at summer business meeting July 27-30, 2020.

Adjourn

The meeting of the Investor Relations Working Group adjourned at 5:58 PM.