



Funded by the Beef Checkoff.

Innovation Committee DRAFT Meeting Minutes

2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room: Summit 8-9

Part I – Tuesday, July 28, 2020 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 29, 2020 • 9:15 AM – 12:00 PM

Katie Cooper, Co-Chairman (C)

Steve Walker, Co-Chairman (F)

Laura Hinton, Staff Liaison

Purpose Statement:	To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.
In-Person Attendees:	Daniel Hanrahan, Andy Bishop, Sallie Miller, Larry Jones, Dean Black, Brent Tanner, Buck Wehrbein
Virtual Attendees:	Katie Cooper, Steve Walker, Amy Langvardt, Andy Kellom, Becca McMillan, Bill McDonald, Bilynn Johnson, Brandi Richards, Rob Williams, C W Senn Jr., Dan Gattis, Steve Hobbs, Dick McElhaney, Dwain Johnson, Jeff Johnson, Jenni Peters, Jim Ramm, Joe Horstman, Katie Brenny, Keith Baxter, Kristina Oldfield McKee, Kyra O'Brien, , Laurie Johnson, Lynn George, Marty Stingley, Raymond Erbele, Gloria Payne, Nancy Jo Bateman, Lauren Scheller Maehling, Nichole Hockenberry, Nicole Galase, Valerie Bass
Staff Attendees:	Laura Hinton (virtual), Jason Jerome, Sarah Metzler

Checkoff Innovation Committee Meeting – Part I

2:00 PM - Welcome/Call to Order/Introductions

The meeting was called to order by co-chairs Katie Cooper and Steve Walker. All members were welcomed by co-chair Cooper and rollcall was conducted. The goals and objectives for Part I of the meeting were reviewed for both in-person and virtual attendees.

2:15 PM - Approve Agenda and Minutes

Co-chair Steve Walker reviewed the meeting material and asked for a motion to approve the previous meeting minutes and current meeting agenda.

Motion made by Katie Brenny to approve the 2020 Cattle Industry Summer Business Meeting Innovation Committee meeting agenda. Second was made by Dick McElhaney. Motion passed.

Motion made by Andy Bishop to approve the 2020 Cattle Industry Annual Convention Innovation Committee meeting minutes. Second was made by Steve Hobbs. Motion passed.

2:20 PM – Review Purpose Statement and Committee Ground Rules

Co-chair Steve Walker reviewed the committee’s purpose statement, meeting ground rules for in-person and virtual participants, voter requirements, and the main goal of the meeting, which is to review and score Checkoff contractor tactics for FY 2021.

2:23 PM - Review Scoring System and Process for Scoring Contractor’s Tactic Presentations

Co-chair Katie Cooper reviewed the FY2021 Checkoff potential contractor tactic scoring process with committee members, attending both in-person and virtually. Scoring and comments will be completed by committee members and submitted at the end of the Part I meeting. A summary of scores and comments will then be sent to all committee members prior to start of the Part II meeting.



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Committee member Katie Brenny, also a current Beef Promotion Operating Committee member, explained to all attendees the importance of thoughtful scoring and comment sharing on all tactics to be presented during Part I. This allows the potential contractors to make relevant edits prior to the FY2021 Beef Promotion Operating Committee meeting and provides valuable insights to the Beef Promotion Operating Committee as they make final AR tactic funding decisions.

2:40 PM – Contractors Present FY20201 Tactics

Co-chair Steve Walker reviewed the tactic overview sheet provided to committee members.

The first set of AR tactic presentations was shared from contractor, the National Cattlemen's Beef Association. Tactics included:

- 2102-A: Beef It's What's For Dinner Marketing
- 2102-B: Social Media and Digital Advertising
- 2111-C: Product Quality Research and Technical Expertise
- 2111-D: Culinary Research and Technical Expertise
- 2111-H: Key Topic Market Research
- 2122-A: Thought Leader Outreach and Engagement
- 2122-B: Supply Chain Outreach and Engagement

Following these tactic presentations, the contractor responded to committee questions.

The second set of AR tactic presentations was shared from contractor, the North American Meat Institute. Tactics included:

- 2100-A: Key Opinion Leader (KOL) Outreach and Engagement
- 2100-B: Channel Marketer Outreach and Engagement
- 2100-C: Consumer Outreach and Engagement

Following these tactic presentations, the contractor responded to committee questions.

5:45 PM – Wrap Up and Next Steps

Co-chair Katie Cooper called for any final committee questions and reviewed the goals of the Part II committee meeting. Hearing nothing further, Co-chair Cooper asked for a motion to adjourn.

5:50 PM - Adjourn

Motion was made by Andy Bishop to adjourn the meeting. Second was made by Joe Horstman. Motion passed. Co-chair Cooper adjourned the meeting at 5:50pm.



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Checkoff Innovation Committee Meeting – Part II

9:15 AM - Welcome/Call to Order

Co-chairs Steve Walker and Katie Cooper called Part II of the Innovation Committee meeting to order. They welcomed attendees and took rollcall.

9:20 AM - Review Committee Tabulated Scores and Process of Assembling Collective Committee Comments for Operating Committee

Co-chair Steve Walker explained the objectives for the meeting and reviewed the process of assembling collective Innovation committee comments to share with Beef Promotion Operating Committee. Committee members were shown tactic scores and a list of all questions and comments they had submitted the previous afternoon, to aid in additional discussion with potential contactors, as well as developing committee consensus comments.

9:40 AM – Engage Contractors for Additional Information Specific to Tactics

Co-chair Katie Cooper asked potential contractors to be ready for additional committee questions and engagement. Potential contractor NCBA began by addressing all remaining committee questions and comments for the seven tactics they presented to the Innovation Committee during Part I. Next, potential contractor NAMI addressed all remaining committee questions and comments for the three tactics they presented to the Innovation Committee during Part I. Co-Chair Cooper thanked contractors for their time in responding to all committee questions.

10:50 AM – Group Discussion of Tactics and Gather Comments

Co-chair Cooper next explained the process for assembling collective committee comments for sharing with the Beef Promotion Operating Committee. Committee members were provided with a starting list of comments drafted by the committee Co-chairs, after they reviewed all questions and comments submitted by committee members for each tactic. These draft comments were a starting point for this process. Led by Co-chairs Katie Cooper and Steve Walker, the Innovation Committee reviewed all comments, discussed comments in detail, and aligned on a final set of comments for each of the 10 tactics they reviewed. These final comments will be submitted to the Beef Promotion Operating Committee.

12:10 AM – Wrap Up and Next Steps

Co-chairs Katie Cooper and Steve Walker wrapped up Part II of the meeting and asked for a motion to adjourn.

12:13 PM - Adjourn

Dan Gattis made a motion to adjourn the meeting. Kristina McKee seconded. Motion passed. Co-chair Cooper adjourned the meeting at 12:13pm.