



Funded by the Beef Checkoff.

# Stakeholder Engagement Committee DRAFT Meeting Minutes

## 2021 Virtual Winter Business Meeting

Thursday • Feb 4, 2021 • 8:00 AM – 1:30 PM MT

Brian Malaer, Co-Chairman (C)  
Travis Maddock, Co-Chairman (F)  
Wendy White, Staff Liaison

<b>Purpose Statement:</b>	Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.
<b>Attendees:</b>	Tammy Bartholomew, Katie Brenny, Cheryl DeVuyst, Debbie Gill, Mary Graner, Steve Hobbs, Bruce Jackson, Katharine Jackson, Larry Jefcoat, Jess Kane, Sue Link, June Loseke, Alan Lyman, Travis Maddock, Brian Malaer, Nathan Martin, Kiley Martinell, Pat McDowell, Kristina McKee, Ryan Moorhouse, Mary Jo Rideout, Allan Robison, Buck Wehrbein.
<b>Staff:</b>	Wendy White, Don Waite

**12:00 PM** Committee Members transferred from General Session to Breakout Rooms  
*This process took quite some time.*

- 12:45 PM** Welcome/Call to Order
- Co-Chair Travis Maddock called the meeting to order at 12:50pm
    - Introductions of Co-Chairs
  - Virtual Housekeeping Notes
  - Committee Member Roll Call
    - Wendy White, Staff Liaison, took roll call.
  - Committee Agenda Review & Approve
    - Co-Chair Maddock asked for any changes.
    - Steve Hobbs moved to approve the agenda.
    - Bruce Jackson seconded.
    - Agenda approved unanimously at 1:01pm.
  - Today's goals:
    - Lay the foundation for FY22 program work under the new Long Range Plan.
    - Review Purpose Statement and Strategic Initiatives.
    - Understand how the Checkoff and the Stakeholder Engagement Committee align with the new LRP, and how the work presented by contractors will be evaluated at the meetings this summer.
    - Set the strategic direction for the Committee, so we are prepared to review and score Authorization Requests at the Summer Meeting.



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**1:00 PM**

Review of Long Range Plan, Purpose, and Initiatives

- Reviewed the checkoff planning cycle.
- Open discussion of Long Range Plan and process.
- Committee Purpose
  - Discussion of the importance of the committee and how purpose statement drives contractor proposals.
  - Discussion of the work done at the summer meetings. Scoring process for contractor AR proposals.
  - A question regarding what spokesperson training entails.
    - Answer is both advocating for beef and for the checkoff.
- Committee Initiatives
  - Co-Chair Brian Malaer introduced the initiatives to the committee.
  - Co-Chairs Malaer and Maddock took turns leading the discussion on each initiative.
  - Conversation regarding a possible new approach to producer communications.

**1:47 PM**

Next Steps and Wrap Up

- Co-Chair Maddock thanked members for their time and invited everyone to the Summer Meeting/Convention in Nashville, Tenn., August 10-12, 2021.

**1:50 PM**

Adjournment

- Co-Chair Malaer thanked everyone and requested adjournment.
- Steve Hobbs made a motion to adjourn the meeting.
- Alan Lyman seconded.
- Motion unanimously approved.