



Funded by the Beef Checkoff.

Domestic Marketing Committee DRAFT Meeting Minutes

2021 Cattle Industry Convention and NCBA Trade Show

Nashville, TN

Gaylord Opryland Resort & Convention Center • **Governor's Ballroom E**

Wednesday, August 11, 2021 • 9:45 AM – 4:00 PM

Katie Cooper: Co-Chairman (C)
Becca McMillan: Co-Chairman (F)
Laura Hinton: Staff Liaison

DRAFT

<u>Purpose Statement</u>	Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.
<u>Attendees</u>	Katie Cooper, Becca McMillan, Valerie Bass, Heather Buckmaster, George Quackenbush, Mark Russell, Lauren Scheller Maehling, Donette Spann, Brent Tanner, Hugh Sanburg, Andy Bishop, Bree DeNaeyer, Raymond Erbele, Lynda Grande, Jason Hitch, Diane Hoover, Bill McDonald, Jenni Peters, Trista Priest, Marty Stingley, Mark Sustaire, Vaughn Thorstenson, Rob Williams, Brett Dailey, Daniel Hanrahan, Joe Horstman, Joe Johnson, Lilah Krebs, Ken Krutz, Douglas Maag, Todd Mortenson, Becky Reed, Jeff Rudolph, Steven Taylor, Chloe Wilson
<u>Staff</u>	Laura Hinton, Darby Aherin, Jeff Lutz

9:52am - Welcome/Call to Order

Meeting was called to order by co-chairs Katie Cooper and Becca McMillan. All present committee members, ex-officios, and the officer liaison introduced themselves around the room.

10:01am – Approved/Amended Agenda and Minutes

Co-chair, Becca McMillan suggested revising the agenda to a broader review of Committee background information, so that items, such as the Long Range Plan, committee planning cycle, and current committee structure could be added to the review of the committee ground rules and the committee purpose statement.

Co-chair, Becca McMillan also suggested revising the agenda to merge the two bullet points regarding contractors presenting FY22 tactics and then engaging contractors for additional information and questions. Co-chair McMillan shared that committee members will have time for questions and clarification after each group of tactics from one authorization request with each contractor, then hold discussion by tables, including scoring and gathering comments as a table after each group of tactics in an AR as well.

Co-chair McMillan asked for any additional edits or a motion to approve the agenda. A motion was made by Andy Bishop to approve the Domestic Marketing Committee Agenda. Seconded by Jason Hitch. Motion passed.

Co-chair McMillan asked for any edits or a motion to approve the previous meeting minutes. Motion was made by Lynda Grande to approve the February Virtual Domestic Marketing Committee Meeting Minutes. Seconded by Dan Hanrahan. Motion passed.

10:04am - Reviewed Committee Meeting Background Information

Co-chair, Katie Cooper reviewed relevant Beef Checkoff committee background information, including Committee Ground Rules, the Domestic Marketing Committee Purpose Statement, a look at the Long Range Plan, the Beef Checkoff planning cycle, and the current Beef Checkoff Committee structure.



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10:08am - Reviewed Tactic Scoring and Process

Co-chair, Becca McMillan reviewed the process for scoring tactics, along with reviewing the process for contractor Q&A, table discussion, and collection of comments after each contractor presents.

10:20am - Contractors Presented FY2022 Tactics

After each contractor presentation, questions from committee members were addressed, who then scored and discussed tactics at their individual tables.

Meat Importers Council of America (MICA) and the Northeast Beef Promotion Initiative (NEBPI) presented the following tactics

- Tactic 2220-A – Impacting Consumer Trust Through Experts with Influence, Outreach, and Engagement
- Tactic 2220-B – Positioning Beef as the Protein of Choice Among Northeast Consumers

11:10am - North American Meat Institute (NAMI) presented the following tactics

- Tactic 2200-A – Consumer Outreach (Prepared Beef)
- Tactic 2200-B – KOL Outreach (Prepared Beef)
- Tactic 2200-C – Channel Marketing Outreach (Prepared Beef)

12:00pm - North American Meat Institute (NAMI) and their subcontractor from the New York Beef Council presented the following tactics

- Tactic 2201-A – Veal Channel Marketing
- Tactic 2201-B – Veal Consumer Outreach and Engagement
- Tactic 2201-C – Veal Influencer Outreach
- Tactic 2201-D – Veal Digital Marketing

12:30pm - Lunch Break

1:18pm – Reconvened meeting with a continuation of contractor presentations

1:20pm - National Cattlemen's Beef Association (NCBA) presented the following tactics from their Promotion AR

- Tactic 2202-A – Beef. It's What's For Dinner. Marketing Content
- Tactic 2202-B – Social Media and Paid Advertising

1:56pm - National Cattlemen's Beef Association (NCBA) presented the following tactics from their Research AR

- Tactic 2211-E – Foundational Market Research
- Tactic 2211-F – Key Topic Market Research

2:35pm- National Cattlemen's Beef Association (NCBA) presented the following tactics from their Consumer Information AR

- Tactic 2222-A – Food, Culinary & Ag Thought Leader Outreach and Engagement
- Tactic 2222-D – Supply Chain Engagement
- Tactic 2222-E – E-Commerce Partnerships



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3:10pm – Meeting Break

3:20pm - Tactic Comment Alignment

Co-chairs McMillan and Cooper shared the overall tactic scores with committee members, then reviewed each of the 16 tactics presented, one-by-one, and read aloud the comments collected from committee members, and asked for discussion and alignment on each of the comments. Comments were revised as needed and the committee came to final alignment on committee comments that are to be provided to the Beef Promotion Operating Committee.

Co-chair Cooper asked for approval of the aligned comments for the 16 tactics.

Andy Bishop made a motion to approve the Domestic Marketing Committee tactic comments. Mark Sustaire seconded the motion. Motion passed.

4:12pm - Wrap-up and Next Steps

Co-chair Cooper asked for any additional agenda items. Seeing none, she expressed her thanks to all committee members and reminded them of upcoming meetings and events.

Co-chair Cooper asked for a motion to adjourn the meeting.

Motion was made by Bree DaeNaeyer to adjourn the Domestic Marketing Committee Meeting.

Second by Todd Mortenson. Motion passed.

4:14pm – Meeting Adjourned