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# Stakeholder Engagement Committee DRAFT Meeting Minutes

2021 Cattle Industry Convention and NCBA Trade Show

Nashville, TN

Wednesday • August 11, 2021 • 9:45am-4:00pm

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

**DRAFT**

<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, Dean Black, Katie Brenny, Katharine Bruce, Melissa Daniels, Cheryl DeVuyst, Suzanne Geppert, Debbie Gill, Mary Graner, Steve Hobbs, Larry Jefcoat, Jess Kane, Dan Kniffen, June Loseke, Alan Lyman, Travis Maddock, Brian Malaer, Nathan Martin, Kiley Martinell, Tom McCall, Pat McDowell, Kristina McKee, Ryan Moorhouse, Jean O'Toole, Phillip Perry, Mary Jo Rideout, Allan Robison, Pat Shields, Bill Slovek, Steven Springer, Kevin Thielen, Tammy Vaassen
<b>Liaisons:</b>	Jimmy Taylor, Officer Liaison; Wendy White and Barb Wilkinson, Staff Liaisons

- 9:49 AM** Welcome/Call to Order
  - Brian Malaer called the meeting to order
    - Member introductions
- 10:00 AM** Committee Agenda Overview
  - Today's Goal – Review and score Checkoff contractor tactics for FY2022
  - Co-Chairs reviewed purpose statement, initiatives, and committee ground rules
- 10:01 AM** Approve Agenda and Minutes
  - Brian Malaer requested a motion to approve the agenda
  - Al Lyman made a motion to approve the agenda
  - Steve Hobbs seconded
  - Motion approved unanimously
  
  - Brian Malaer requested a motion to approve the meeting minutes
  - Nathan Martin made a motion to approve the meeting minutes
  - Mary Graner seconded
  - Motion approved unanimously
- 10:04 AM** Evaluation Committee Report
  - Katie Brenny provided a summary of the third-party external program reviews the Checkoff Evaluation Committee is conducting
    - CBB (Producer Communications)
    - NIAA (Antibiotic Symposium)
- 10:11 AM** Review Tactic Scoring and Process
  - Co-Chairs reviewed scoring process
  - Following each contractor presentation, the committee members will individually score the tactic, then arrive at a table average score and comments.
- 10:19 AM** Contractor Presentation: CBB
  - Tactic 2250-A: Key Audience Listening and Analytics
  - Tactic 2250-B: Integrated Producer Communication Platform
  - Tactic 2250-C: Industry Collaboration and Outreach
- 10:49 AM** CBB Contractor Q&A
- 11:42 AM** CBB Scoring and Table Comments



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- 12:00 PM** Lunch
- 12:53 PM** Contractor Presentation: NIAA Antibiotic Symposium
- Tactic 2231-A: 11<sup>th</sup> Annual NIAA Antibiotics Symposium
  - Tactic 2231-B: Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC)
  - Tactic 2231-C: Antimicrobial Resistance Communication Support and Distribution to Amplify Supporting Messaging for Producer Education and Influencer Engagement
- 1:07 PM** NIAA Contractor Q&A
- 1:31 PM** NIAA Scoring and Table Comments
- 2:05 PM** Contractor Presentation: NIAA Investment, Innovation & Tech
- Tactic 2232-A: Advancing Investment, Innovation and Technology in Animal Agriculture
- 2:17 PM** NIAA Contractor Q&A
- 2:33 PM** NIAA Scoring and Table Comments
- 2:40 PM** Break
- 3:00 PM** Tactic Comment Alignment
- Members discussed as a group final comments to submit for consideration
- 3:47 PM** Next Steps and Wrap Up
- Travis Maddock thanked members for their time and discussed the process for sharing scores and comments with potential contractors and the Beef Promotion Operating Committee (BPOC) for September's Operating Committee Meeting, where the BPOC will use information to make decisions and approvals on FY2022 ARs.
  - Travis Maddock invited everyone to the next meeting at the 2022 Cattle Industry Convention in Houston, Texas, Feb. 1-3
- 3:50 PM** Adjournment
- Travis Maddock requested a motion for adjournment
  - Katie Brenny made a motion to adjourn the meeting
  - Steven Springer seconded
  - Motion approved unanimously