



# Checkoff Evaluation Committee Meeting Minutes

Wednesday, February 1, 2023

10:30 AM – 12:30 PM (CT)

Ernest M. Morial Convention Center, New Orleans, LA  
Room 214

## **Members Present**

### Cattlemen's Beef Board

Cheryl DeVuyst, Chair  
Jeff Isenmann  
Rich Brown  
Torri Lienemann  
Turk Stovall

### Federation

Chris Jeffcoat, Vice Chair  
Barb Downey  
Jeff Rudolph  
Nancy Jackson  
Shannon Treichel

## **Members Absent**

### Cattlemen's Beef Board

Jeri Hanson

### Federation

Joe Horstman

## **Officers/Staff/Guests Present**

### Committee Staff Liaison

Beka Wall

### Agralytica

André Williamson  
Tim Mitchell

### USDA-AMS Representatives

Jennifer Porter, Deputy Administrator  
Maribel Reyna, Deputy Director  
Lacey Heddlesten, AMS Marketing Specialist  
Kinley Hartman, AMS Marketing Specialist

### Cattlemen's Beef Board Officers & Staff

Norman Voyles, Jr.  
Jimmy Taylor  
Andy Bishop  
Greg Hanes  
Greg Hanes  
Jeff Lutz  
Sarah Metzler  
Davis Gidney

### Federation Officers & Staff

Brad Hastings  
Clark Price  
Todd Johnson

## **Welcome and Call to Order**

Cheryl called the meeting to order at 10:33 AM (CT) and welcomed committee members and guests.

## **Establish a Quorum**

Cheryl call upon Beka to facilitate a roll call and it was determined there was a quorum.

## **Approve Agenda**

Chris asked if there were any additions or corrections to the agenda. Barb Downey moved to approve the agenda. Turk Stovall seconded. Motion passed.

## **Review Meeting Minutes**

Chris asked if there was any discussion or questions regarding the minutes taken during the July 26, 2022, meeting. Chris reminded the committee that no action was needed as the minutes were distributed via email and approved.



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## **FY 2022 Evaluation of Beef Checkoff Programs Report**

Chris noted that the FY 2022 Evaluation of Beef Checkoff Programs report was completed and called upon Beka to review the contents of the report. Jeff Isenmann moved to approve the FY 2022 Evaluation of Beef Checkoff Programs report as presented. Turk Stovall seconded. Motion passed.

## **FY 2023 Q1 Beef Checkoff Program Report**

Chris asked Beka to present the Q1 report. Beka reported that quarterly reports from all contractors were received on time and all programs are on track for the first quarter of FY2023.

## **FY 2023 External Program Review Update**

André Williamson and Tim Mitchell with Agralytica joined the committee via Zoom to outline the deliverables and timing for the FY 2023 External Program Reviews. A final report will be issued in June 2023 and will be presented to the committee at the Summer Business Meeting.

## **Collaboration on Evaluation Processes**

Cheryl called upon Beka to outline collaborative efforts that have taken place this past year with state beef councils and various commodity groups. Opening lines of communication with these organizations provides the opportunity to share data tools and methodologies to further demonstrate a program's real impact on demand, growth, and value.

## **Committee Coordination Agreement**

Chris shared that a new change to the Committee Coordination Agreement consists of including two Qualified State Beef Council Execs on the Checkoff Evaluation Committee. The two Execs will be jointly appointed by the CBB and Federation Officers and will serve in an Ex-Officio capacity.

## **Committee Member Terms**

Cheryl reviewed when members were appointed to the committee and recognized the following members terming off at the conclusion of the Cattle Industry Convention:

- Joe Horstman – Federation Member
- Rich Brown – CBB Member
- Torri Lienemann – CBB Member

Members interested in serving on the Checkoff Evaluation Committee were encouraged to visit the CBB and Federation Officers.

## **Other Business**

Chris called for other business.

- Beka called attention to the historical timeline available to members and meeting guests. The timeline outlines research projects and external program reviews from 2011-2023 that have been commissioned by the Checkoff Evaluation Committee.



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## **Closed Committee Session – ROI Study & External Program Reviews**

The committee reviewed the estimated budget and timeline for the upcoming ROI Study and the multi-year plan for the external program reviews. In the coming months, Beka will develop an RFP for the ROI Study with input from the committee and CBB staff. Further discussion on the ROI Study and external reviews will take place once proposals are received.

## **Adjourn**

There being no further business, Rich Brown moved, and Torri Lienemann seconded to adjourn the Checkoff Evaluation Committee meeting at 12:20 PM (CT).