



# Checkoff Evaluation Committee Meeting Minutes

2023 Summer Business Meeting

Hyatt Manchester Hotel, San Diego, CA – Coronado AB

Tuesday, July 25, 2023 ▪ 9:30 AM – 12:00 PM (PDT)

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## Members Present

### Cattlemen's Beef Board

Cheryl DeVuyst, Chair  
Debbie Gill  
Jeri Hanson  
Bilynn Johnson  
Turks Stovall

### Federation

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

### Ex-Officio Members

Ann Wittmann  
George Quackenbush

### Staff Liaison

Beka Wall

## Members Absent

### Cattlemen's Beef Board

Jeff Isenmann

## Officers & Guests

CBB Officers  
Federation Officers  
André Williamson, Agralytica  
Tim Mitchell, Agralytica  
Austin Menzies, Agralytica

## Welcome and Call to Order

Cheryl called the meeting to order at 9:30 AM (PDT) and welcomed committee members and guests.

## Establish a Quorum

Cheryl stated that only one committee member could not attend, so it was established that 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 May 30, 2023, meeting. Chris reminded the committee that no action was needed as the minutes were distributed via email and approved.

## Program Evaluation Updates

Chris asked Beka to provide the committee with program evaluation updates. Beka reported that Q3 program progress is on track and several contractors have completed and, in some cases, exceeded their goals for this year.

In addition, Beka noted the ongoing collaboration with the Commodity Roundtable, and that members are being surveyed to further determine the frequency of program evaluation meetings, topics of interest, webinar speakers, etc. For State Beef Councils, she is compiling centralized resources to include state marketing plans and annual reports.

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### **FY23 External Program Review Update**

Cheryl highlighted that performing in-depth external program reviews is one of the responsibilities of the committee. To provide insights on the FY23 external reviews, Cheryl invited Agralytica to present their findings.

Agralytica reported on the Beef Advocacy Training & Engagement, Beef Quality Assurance, and Veal Quality Assurance programs. Agralytica found that the programs are generally being well executed and according to plan. However, there is an opportunity to provide more meaningful program information by linking the work being done at the program level with the impact it is having on the strategic level.

To allow for more information to be shared and to provide contractors with an opportunity to further demonstrate the value of their programs, Agralytica recommended that the Checkoff Evaluation Committee consider revising its objective and performance measure reporting structure.

### **Other Business**

Cheryl called for other business and no other business was brought before the committee.

### **Closed Committee Session**

#### *FY23 External Program Reviews*

The committee discussed Agralytica's recommendation and brainstormed ways it could further partner with contractors to share more meaningful information on the program work they are executing.

#### *ROI Study*

Beka presented the proposed timeline for the upcoming ROI study and reviewed the components that will be included in the request for proposals.

#### *FY24 External Program Reviews*

At the February meeting in New Orleans, committee members unanimously stated that the ROI Study would be the priority project for FY24. Should there be funds available after an ROI proposal is selected, the committee will discuss whether to conduct external reviews next fiscal year.

### **Adjourn**

There being no further business, Nancy Jackson moved, and Jeri Hanson seconded to adjourn the Checkoff Evaluation Committee meeting at 12:07 PM (PDT).