



# Checkoff Evaluation Committee Meeting Agenda - DRAFT

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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**Cheryl DeVuyst: Chair (CBB)**  
**Chris Jeffcoat: Vice Chair (Federation)**

1. Welcome & Call to Order
2. Establish a Quorum
3. Approve Agenda
4. Review Meeting Minutes from May 30, 2023
5. Program Evaluation Updates
6. FY23 External Program Reviews
  - Beef Advocacy Training & Engagement Tactic
  - Beef Quality Assurance Tactic
  - Veal Quality Assurance
7. Other
8. Closed Committee Session
  - a. ROI Study
  - b. FY24 External Program Reviews
9. Other
10. Adjourn