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Checkoff Domestic Marketing Committee Meeting Minutes-DRAFT

2023 Cattle Industry Summer Business Meeting
Manchester Grand Hyatt, Mission Beach Room, San Diego, CA
Wednesday, July 26, 2023, 8:00 AM-2:00 PM

Sallie Miller, Co-Chairman (C)
Dan Hanrahan, Co-Chairman (F)

Purpose Statement:	Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.
Attendees:	Valerie Bass, Heather Buckmaster, Erin Doll, Lauren Scheller Maehling, Donette Spann, Brent Tanner, Sydney Thummel, Wendy Bingham, Russell Boles, Trista Priest Brown, Rodney Cowan, Arin Crooks, Michele Cutler, Ray Erbele, Mary Graner, Jason Hitch, Diane Hoover, Doug Maag, Pat McDowell, Todd Mortenson, Benjamin Peterson, Bill Post, Beck Potmesil, Wesley Ratcliff, Jody Rogers, Marsha Shoemaker, Michael, Smith, Marty Stingley, Mark Sustaire, and Jason Zahn
Liaisons:	Andy Bishop, Officer Liaison; Shelley Bradway and Jeff Lutz, Staff Liaison

Welcome/Call to Order:

Co-Chair Sallie Miller called the meeting to order at 2:00 PM, welcoming the committee members and asking any media in attendance to inform the committee if they were recording the meeting. Committee members introduced themselves by answering the question “What is your favorite movie?”

Approved Agenda and Minutes:

Becky Potmesil made a motion to approve the day’s agenda. Jason Hitch seconded the motion and the committee approved. Mark Sustaire made a motion to approve the minutes from February 2, 2023. Trista Priest Brown seconded the motion and the committee approved.

Committee Overview: Review Purpose Statement, Initiatives, and Committee Ground Rules:

Co-Chair Dan Hanrahan reviewed the Checkoff Program Committee structure and the Beef Industry Long Range Plan initiatives under the committee’s purview, the purpose statement, which should guide the committee’s decisions, the Beef Checkoff Planning Cycle, and ground rules for the day’s meeting.

Authorization Request (AR):

Co-chair Sallie Miller described the authorization request presentation format and tactic scoring procedure.

Contractor Presentations & Tactic Scoring:

Sarah Reece and Hilary Makens presented the NCBA Promotion tactic, 2402A&B and answered committee questions.

Dr. Mandy Carr Johson presented the NCBA Research tactic, 2411E and answered committee questions.

Sarah Reece and Jill Rittenberg presented the NCBA Consumer Information tactic, 2422A&D and answered committee questions.

Kaitlyn Swope and Samantha Augustine presented the MICA/NEBPI Positioning Beef as the Protein of Choice Among Northeast Consumers/Aligning with Athletics to Capitalize on the Multiple Advantages of Beef tactic, 2442A&D and answered committee questions.

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Gabby Glenister presented the NAMI/NYBC Channel Marketing and Engagement/Consumer Marketing (veal promotion) tactic 2401A&B and answered committee questions.

Final scores, comments & Discussion:

Co-chair Sallie Miller and Dan Hanrahan reviewed each tactic scores and comments. Alignment on final committee comments was achieved and will be provided to the Beef Promotion Operating Committee.

The meeting adjourned at 2:35pm.