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Checkoff Stakeholder Engagement Committee Minutes

DRAFT

2023 Cattle Industry Summer Business Meeting
Manchester Grand Hyatt, Cortez Hill (3rd Floor), San Diego, CA
Wednesday, July 26, 2023, 8:00 AM-2:00 PM

Steve Springer, Co-Chair (C)
June Loseke, Co-Chair (F)

Purpose Statement:	Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.
Attendees:	Larry Barthle, Dean Black, Monte Bordner, Katie Cooper, Marsha Corbin, Bill Dale, Cole Gardner, Jack Geiger, Debbie Gill, Connie Hass, Steve Hobbs, Don Hubbell, John Irwin, Neil Johnson, Larry Jones, John Kriese, Brian Malaer, Nathan Martin, Tom McCall, Kristin McQueary, Jeri Moniz, Philip Perry, Allan Robison, Steve Springer, Scott Stebner, Veabea Thomas, and Ann Wittmann
Liaisons:	Jimmy Taylor, Officer Liaison; Wendy White, Todd Johnson, and Sara Arp, Staff Liaisons

8:00 AM

Welcome/Call to Order

- Steve Springer called meeting to order. Co-chair June Loseke was unable to attend, so Brian Malaer stepped in to help conduct the meeting.

8:03 AM

Approve Agenda and Minutes

- Steve Springer requested a motion to approve the agenda.
- Steve Hobbs made a motion to approve the agenda.
- Veabea Thomas seconded.
- Motion approved unanimously.
- Steve Springer requested a motion to approve the meeting minutes.
- Nathan Martin made a motion to approve the meeting minutes.
- Steve Hobbs seconded.
- Motion approved unanimously.

8:05 AM

Checkoff Evaluation Committee External Program Reviews

-Chris Jeffcoat, Vice Chair (Federation)

- Beef Quality Assurance, NCBA
- Beef Advocacy Training & Engagement, NCBA

8:18 AM

Introductions

8:46 AM

Review Committee Purpose Statement & Initiatives and Ground Rules

8:53 AM

Review Presentation Format and FY24 Tactic Scoring Process

9:00 AM

Contractor Presentation: Cattlemen's Beef Board (CBB)

- Tactic 2450-A: Key Audience Insights and Action Platform
- Tactic 2450-B: Producer Reach
- Tactic 2450-C: Industry and Media Collaboration

9:20 AM

CBB Contractor Q&A

9:30 AM

CBB Scoring and Table Comments

- 9:49 AM Contractor Presentation: National Cattlemen’s Beef Association (NCBA)**
- Tactic 2433-B: Beef Advocacy Training and Engagement
 - Tactic 2433-C: Beef Quality Assurance (BQA)
- 10:22 AM NCBA Contractor Q&A**
- 10:31 AM NCBA Scoring and Table Comments**
- 10:44 AM Break**
- 11:00 AM Contractor Presentation: National Institute for Animal Agriculture (NIAA)**
- Tactic 2431-A: 13th Annual Antibiotic Symposium
 - Tactic 2431-B: CDC Engagement
 - Tactic 2431-C: Educational Resources & Materials
- 11:13 AM NIAA Contractor Q&A**
- 11:21 AM NIAA Scoring and Table Comments**
- 11:38 AM Contractor Presentation: National Institute for Animal Agriculture (NIAA)**
- Tactic 2432-A: Consortium Development
- 11:48 AM NIAA Contractor Q&A**
- 11:53 AM NIAA Scoring and Table Comments**
- 12:08 PM Lunch**
- 12:50 PM Contractor Presentation: National Institute for Animal Agriculture (NIAA)**
- Tactic 2413-A: Salmonella Research
- 1:00 PM NIAA Contractor Q&A**
- 1:05 PM NIAA Scoring and Table Comments**
- 1:20 PM Wrap Up and Next Steps**
- Committee members reviewed all scores and comments.
 - Committee members were thanked for their time then 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 FY2024 ARs.
 - There will be a wrap-up webinar following the September BPOC meeting to review funding decisions.
 - The next committee meeting will be at the 2024 Cattle Industry Convention in Orlando, Florida, January 31-February 2.
- 1:40 PM Adjournment**
- Steve Springer requested a motion for adjournment.
 - Steve Hobbs made a motion to adjourn the meeting.
 - Debbie Gill seconded.
 - Motion approved unanimously.