



# Checkoff Evaluation Committee

**2024 CattleCon**

Orlando Convention Center, Orlando, Florida

S331 CD Meeting Room

Wednesday, January 31, 2024, 10:30 AM-12:30 PM

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**Cheryl DeVuyst, CBB Chair**  
**Chris Jeffcoat, Federation Vice Chair**  
**Beka Wall, Staff Liaison**

- 1. Welcome and Call Meeting to Order**
- 2. Establish a Quorum**
- 3. Approve Agenda**
- 4. Review Meeting Minutes from November 20, 2023**
- 5. Committee Roles & Responsibilities**
- 6. FY 2023 Evaluation of Beef Checkoff Programs Report**
- 7. FY 2024 Q1 Beef Checkoff Program Updates**
- 8. 2024 ROI Study Update**
- 9. QSBC Grassroots Program Perspectives**
- 10. Recognition of Outgoing Committee Members**
- 11. Other**
- 12. Adjourn**