



Checkoff Evaluation Committee Meeting Minutes

Wednesday, January 31, 2024

10:30 AM – 12:30 PM EST

Orange County Convention Center, Orlando, FL

Room S331 CD

Members Present

Cattlemen’s Beef Board

Cheryl DeVuyst, Chair
Debbie Gill
Jeri Hanson
Bilynn Johnson
Turk 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
Heather Buckmaster – Guest Presenter
Stephanie Weiss – Guest Presenter

Welcome and Call to Order

Cheryl called the meeting to order at 10:30 AM (EST) and welcomed committee members and guests.

Introductions & Establish a Quorum

Committee members introduced themselves and shared a learning or experience they have had as a member of the Checkoff Evaluation Committee. Attendance was recorded during introductions and Cheryl declared there was a quorum present to conduct business.

Agenda

Cheryl asked if there were any additions or corrections to the agenda. Debbie Gill moved to approve the agenda. Nancy Jackson seconded. Motion passed.

Meeting Minutes – November 30, 2023

Cheryl asked for a motion to approve the November 30, 2023, meeting minutes as emailed. Dan Hanrahan moved to approve the November 30, 2023, meeting minutes. Turk Stovall seconded. Motion passed.

Checkoff Evaluation Committee Roles & Responsibilities

Chris and Cheryl provided an overview on the committee’s joint membership structure, the committee’s purpose, and the committee’s roles and responsibilities as outlined in the Committee Coordination Agreement, which is reviewed annually by the CBB and Federation of State Beef Councils.

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FY23 Evaluation of Beef Checkoff Programs Report

Chris noted that the FY23 Evaluation of Beef Checkoff Programs report was completed and called upon Beka to review the contents of the report. Turk Stovall moved to approve the FY 2023 Evaluation of Beef Checkoff Programs report as presented. Jeri Hanson seconded. Motion passed.

FY24 Q1 Program Updates

Chris asked Beka to present FY24 program updates for Q1. Beka reported that quarterly reports from all contractors were received on time and all programs are on track for the first quarter of FY24.

2024 Return on Investment (ROI) Study

Chris recapped the committee's virtual meeting in November where members reviewed the ROI proposals that were submitted. There was good discussion, and ultimately the committee voted and approved to move forward with the proposal submitted by Dr. Harry Kaiser from Cornell University. The study is currently in the data collection phase and results will be presented by Dr. Kaiser at the 2024 Summer Business Meeting.

FY24 External Program Reviews

Cheryl noted that earlier in the month committee members considered whether to conduct external reviews. To aid in the committee's decision-making, its staff liaison, Beka Wall, sent members information via email such as the estimated costs associated with external reviews, the timeline to complete the reviews, and the potential time investment of contractors. Votes were submitted to Beka via email or phone, and the majority members voted to pause external reviews for FY24.

Qualified State Beef Council (QSBC) Grassroots Program Perspectives

Chris outlined the committee's collaborative efforts with QSBCs and each group's shared interest in improving how we demonstrate a program's real impact on demand, growth, and value. To further understand the program challenges and opportunities that states face, the committee invited Heather Buckmaster (Executive Director, Oklahoma beef Council) and Stephanie Weiss (Executive Director, Virginal Beef Council) to share their unique perspectives.

A takeaway from their presentation is that Marketing Plans are a requirement for all QSBCs. The "program" components of the Marketing Plan may be an area where we can further collaborate and share resources.

Recognition of Outgoing Members

Cheryl reviewed committee appointments and recognized the committee's outgoing members:

- Jeff Isenmann – CBB Member
- Turk Stovall – CBB Member

Cheryl also recognized the committee's vice chair, Chris Jeffcoat, as he will be stepping down as a Federation Director. Cheryl thanked Chris, Jeff, and Turk for their time and service to the committee.

Finally, Cheryl mentioned that her three-year term as chair would conclude at the end of the Cattle Industry Convention. However, for leadership consistency, there may be some overlap between her and the incoming chair.

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Other Business

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

Adjourn

There being no further business, Shannon Treichel moved, and Debbie Gill seconded to adjourn the Checkoff Evaluation Committee meeting at 12:20 PM (EST).