



Funded by the Beef Checkoff

CHECKOFF EVALUATION COMMITTEE MEETING MINUTES

November Virtual Meeting

Friday, November 22, 2024 | 12:00 PM – 1:00 PM MT

Virtual Zoom Meeting

Bilynn Johnson, CBB Chair
Shannon Treichel, Federation Vice Chair
Beka Wall, Staff Liaison

Members Present

CBB Members

Bilynn Johnson, Chair
Gwen Geis
Debbie Gill
Jeri Hanson

Federation Members

Shannon Treichel, Vice Chair
Dan Hanrahan
Timmerly Hellyer
Nancy Jackson
Stacy McClintock

QSCB Ex-Officio Members

George Quackenbush

Staff

Greg Hanes, CBB
Todd Johnson, Federation
Beka Wall, Committee Liaison

Members Not Present

CBB Members

John Ferry
Terry Quam

Federation Members

Jeff Rudolph

QSCB Ex-Officio Members

Ann Wittmann

Welcome & Call to Order

At 12:01 PM (MT), Chair Bilynn Johnson called the meeting to order and welcomed all committee members.

Quorum

Staff Liaison Beka Wall conducted a roll call of committee members, after which Chair Bilynn Johnson confirmed the presence of a quorum to proceed with business.

Agenda

Chair Bilynn Johnson called for a motion to approve the agenda as emailed. Gwen Geis moved, and Jeri Hanson seconded to approve the agenda. Motion passed.

Minutes

Chair Bilynn Johnson asked for a motion to approve the July 9, 2024, meeting minutes as emailed. Dan Hanrahan moved, and Debbie Gill seconded to approve the meeting minutes. Motion passed.



Funded by the Beef Checkoff

CHECKOFF EVALUATION COMMITTEE MEETING MINUTES

Friday, November 22, 2024 | 12:00 PM – 1:00 PM MT | Virtual Zoom Meeting

Proposals for FY25 External Program Reviews

Chair Bilynn Johnson reported that the committee had received three proposals—Agralytica, Just The Facts, and Stratovation Group—for the FY25 External Program Reviews. She requested staff liaison Beka Wall to present an overview of the proposals and summarize her findings from the reference checks she conducted. The committee then discussed each proposal's proposed scope of work, focusing on the level of detail and the budgets outlined in each proposal.

Following discussion, Jeri Hanson moved to approve the proposal from Agralytica to conduct the FY25 External Program Reviews in the following areas:

- Nutrition Research
 - Nutrition Research and Scientific Affairs
Tactic B, National Cattlemen's Beef Association Research AR

- Consumer Research
 - Consumer Market Research
Tactic E, National Cattlemen's Beef Association Research AR

 - Meat Demand Monitor
Tactic A, U.S. Cattlemen's Association/Kansas State University Research AR

Nancy Jackson seconded the motion. Motion passed.

Other Business

Chair Bilynn Johnson called for additional business. Staff liaison Beka Wall provided updates on the following:

- **Annual Evaluation Report Changes:** The Cattlemen's Beef Board Annual Report and the Annual Evaluation of Beef Checkoff Programs Report will be combined to streamline processes and provide members and stakeholders with a single, comprehensive document. The consolidated report, titled the *Cattlemen's Beef Board and Beef Checkoff Impact Report*, will include annual program and financial information, as well as summaries of other key studies. This year, for example, it will feature a summary handout of the Return on Investment and Broader Economic Impact Studies. The Committee will review the report at the next meeting.

- **Upcoming Meetings:** The next Checkoff Evaluation Committee meeting is scheduled for February 4, 2025, in San Antonio.

Adjourn

Debbie Gill moved, and Nancy Jackson seconded to adjourn at 12:36 PM (MT).