



Funded by the Beef Checkoff

CHECKOFF EVALUATION COMMITTEE MEETING AGENDA - DRAFT

2024 Cattle Industry Summer Business Meeting

Tuesday, July 9, 2024 | 9:30 AM – 12:00 PM PT

Hilton Bayfront, San Diego, CA

Sapphire Ballroom A

Cheryl DeVuyst, CBB Chair

Shannon Treichel, Federation Vice Chair

Beka Wall, Staff Liaison

1. **Welcome & Call to Order**
2. **Establish Quorum**
3. **Approve Agenda**
4. **Review Meeting Minutes from January 31, 2024**
5. **Program Evaluation Updates**
6. **2024 ROI Study**
7. **Other**
8. **Closed Committee Session**
 - **FY25 External Program Reviews**
9. **Adjourn**