



Funded by the Beef Checkoff

DOMESTIC MARKETING COMMITTEE MEETING AGENDA

2024 Cattle Industry Summer Business Meeting

Wednesday, July 10, 2024 | 8:00 AM-2:00 PM PT

Hilton Bayfront, San Diego, California

Sapphire Ballroom M

Sallie Miller, Co-Chair-CBB

Dan Hanrahan, Co-Chair-Federation

Shelley Bradway, Staff Liaison

Purpose Statement

Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.

1. Welcome, Call to Order

2. Introductions

3. Approval

- Agenda
- 2024 Cattle Industry Convention Meeting Minutes

4. Review Purpose Statement, Initiatives, Committee Ground Rules

- Purpose Statement
- Initiatives
- Ground Rules

5. Authorization Requests (AR):

- Describe AR presentation format.
- Tactic scoring

6. Contractor Presentations & Tactic Scoring

- Present FY2025 AR Tactics
- As a table, complete a scoresheet and comments for each tactic.

7. Wrap-up

- Share scores and comments from each table.

8. Next Steps

- Share results with Contractors and Beef Promotion Operating Committee (BPOC).
- Wrap-up webinar following September BPOC meeting to review funding decisions.



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9. Adjournment

Additional Meetings

Checkoff Evaluation Committee Meeting	Tuesday, July 9, 2024	9:30 AM-12:00 PM PT	Sapphire Ballroom A
Checkoff Highlight Session	Tuesday, July 9, 2024	2:00-4:00 PM PT	Sapphire Ballroom IM
Cattlemen's Beef Board Meeting	Wednesday, July 10, 2024	4:00-6:00 PM PT	Sapphire Ballroom LP
NCBA Board of Directors	Wednesday, July 10, 2024	5:30-7:30 PM PT	Sapphire Ballroom BCFGJKNO