



Funded by the Beef Checkoff

DOMESTIC MARKETING COMMITTEE MEETING MINUTES

2024 Cattle Industry Summer Business Meeting

Wednesday, July 10, 2024 | 8:00 A.M.-2:00 P.M.

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.

Attendees

	CBB	Federation		Ex-Officios/Staff
Allan, Matt	Miller, Sallie Post, Bill	Amundson, Brian Boles, Russell	Shoemaker, Marsha	Bishop, Andy Bass, Valerie
Bingham, Wendy Cowan, Rodney	Potmesil, Becky Ratcliff, Wesley	Cutler, Michelle Iverson, Justin	Taylor, Steven Hanrahan, Dan	Buckmaster, Heather Scheller Maehling, Lauren
Crooks, Arin Graner, Mary Hoover, Diane Leffler, Jacquelyne	Rogers, Jody Stingley, Marty Sustaire, Mark Wood, Patty	Maag, Douglas Mortenson, Todd Osborn, Jake Riojas, Gilly		Tanner, Brent Long, Sydney Treat, Tilman Bradway, Shelley Lutz, Jeff

1. Welcome/Call to Order

Sallie Miller called the meeting to order at 8:05am.

2. Introductions

Sallie Miller welcomed the committee members and introduced herself, Dan Hanrahan, and staff and volunteer leadership in attendance.

Committee members introduced themselves by answering the question “What is your and your favorite movie, TV show or book?”

3. Approval

Mark Sustaire made a motion to approve the day’s agenda; Justin Iverson seconded the motion, and the committee approved the day’s agenda.

Patty Wood made a motion to approve the minutes from the committee meeting during the 2024 Cattle Industry Convention in Orlando, Florida; Mary Graner seconded the motion and the committee approved.



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4. Review Purpose Statement, Initiatives, Committee Ground Rules

Dan Hanrahan reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions. Dan Hanrahan reviewed the committee ground rules and walked through the 2024 Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories. Sallie Miller walked through the presentation format for the day, the schedule of presenters, and the contents of the folder each committee member has containing documents, such as the Tactic Quick Guide committee members should use during contractor presentations.

5. Authorization Requests (AR):

Sallie Miller described the scoring process that would be used, focusing on the importance of comments to the Beef Promotion Operating Committee.

6. Contractor Presentations & Tactic Scoring

Gabby Glenister presented Meat Institute (New York Beef Council) tactics for Authorization Request 2501- P: Tactic A: Channel Marketing & Engagement and Tactic B: Consumer Marketing and Engagement and answered committee member questions on each. Committee members scored the tactics at their table and submitted them for tabulation.

Sarah Reece and Jill Rittenberg presented the National Cattlemen's Beef Association proposed work in AR 2522-CI: Tactic A: Thought Leader Outreach and Engagement and Tactic D: Channel Marketing and answered committee member questions. Committee members scored the tactics at their table and submitted them for tabulation. Committee members scored the tactics at their table and submitted them for tabulation.

Kaitlyn Swope and Samantha Augustine presented the Meat Import Council of America (Northeast Beef Promotion Initiative) proposed work in AR 2520-CI: Tactic B: Positioning Beef as the Protein of Choice Among Northeast Consumers and Tactic C: Aligning with Athletics to Capitalize on the Multiple Advantages of Beef and answered committee member questions.

Sarah Reece and Hillary Makens presented the National Cattlemen's Beef Association proposed work in AR 2502-P: Tactic A: Beef. It's What's For Dinner. Marketing Content and Tactic B: Beef. It's What's For Dinner. Consumer Advertising & Social Media and answered committee member questions. Committee members scored the tactics at their table and submitted them for tabulation.

Dr. Mandy Carr Johnson presented the National Cattlemen's Beef Association proposed work in AR 2511-R: Tactic E: Consumer Market Research and answered committee member questions. Committee members scored the tactics at their table and submitted them for tabulation.

7. Wrap-up

Committee members reviewed the committee's average score for each tactic, as well as the comments for submission to the Beef Promotion Operating Committee (BPOC) and the contractors.

8. Next Steps

- Share results with Contractors and BPOC.
- Wrap-up webinar following September BPOC meeting to review funding decisions.

9. Adjournment

Bill Post made a motion to adjourn the meeting and Mark Sustaire seconded the motion. The committee approved and the meeting adjourned at 2:11pm.