



Funded by the Beef Checkoff

## CHECKOFF EVALUATION COMMITTEE MEETING AGENDA - DRAFT

### 2025 CattleCon

Tuesday, February 4, 2025 | 10:30 AM – 12:30 PM CT

San Antonio, TX

Henry B. González Convention Center | Room 304

**Bilynn Johnson**, CBB Chair

**Shannon Treichel**, Federation Vice Chair

**Beka Wall**, Staff Liaison

1. **Welcome & Call to Order**
2. **Establish Quorum**
3. **Approve Agenda**
4. **Review November 22, 2024, Meeting Minutes**
5. **FY 2024 Cattlemen's Beef Board & Beef Checkoff Impact Report**
6. **Program Evaluation Updates**
  - 2024 ROI & Broader Economic Impact Studies
  - FY 2025 Q1 Program Evaluation Report
  - FY 2025 External Program Reviews
7. **Guest Presenters**
  - Kentucky Beef Council: Leveraging National Beef Checkoff Programs for Local Success
8. **Committee Roles and Responsibilities & Recognition of Outing Members**
9. **Other**
10. **Adjourn**