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Domestic Marketing Committee DRAFT Meeting Minutes 2021 Virtual Winter Business Meeting

Thursday • Feb 4, 2021 • 8:00 AM – 1:30 PM MT

Katie Cooper, Co-Chairman (C)
Andy Bishop, Co-Chairman (F)
Laura Hinton, Staff Liaison

Purpose Statement:	Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.
Attendees:	Andy Bishop, Katie Cooper, Bree DeNaeyer, Michael Echeverria, Lynda Grande, Jason Hitch, Diane Hoover, Dwain Johnson, William (Bill) McDonald, Jackie Means, Jenni Peters, Marty Stingley, Vaughn Thorstenson, Rob Williams, Jeff Johnson, Joe Horstman, Weston Dvorak, Daniel Patrick Hanrahan, Ken Krutz, Sallie Miller, Todd Mortenson, Becky Reed, Jeff Rudolph, Chloe Wilson, Jerry Yates, Hugh Sanburg, Valerie Bass, Erin Beasley, Heather Buckmaster, George Quackenbush, Mark Russell, Lauren Scheller Maehling, Donette Spann
Staff:	Laura Hinton, Darby Schmidt

12:38 PM - Welcome/Call to Order

The meeting was called to order by Co-chairs Katie Cooper and Andy Bishop. Co-chair Cooper thanked committee members for attending and participating, and reminded them of virtual meeting tips. Rollcall was conducted.

Co-chair Bishop quickly reviewed the timeline of the Checkoff Committee Planning Cycle with committee members.

12:53 PM - Committee Agenda Overview

Co-chair Bishop reviewed the meeting agenda and asked for a motion to approve the agenda. Motion made by Jason Hitch to approve the agenda for the 2021 Winter Business Meetings. Second was made by Bree DeNaeyer. Motion passed.

12:55 PM - Review of Long Range Plan, Committee Purpose, and Initiatives

Co-chair Bishop walked the committee members through any final questions regarding the 2021 – 2025 Long Range Plan and reminded them of the history of its development and his position on the Long Range Plan taskforce. Co-chair Bishop was asked if the Long Range Plan taskforce changed or modified any of their Long Range Plan goals as a result of COVID-19. Co-chair Bishop said that although they couldn't know exactly how long current COVID beef eating behaviors would last, the taskforce still saw that COVID-19 brought about a bigger focus on digital needs and e-commerce shopping.

Co-chair Bishop also led the committee members through the Committee's purpose statement.



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Co-chairs Bishop and Cooper then walked the committee through each of its Strategic Initiatives, one by one, asking committee members for insights and ideas that could fall under these initiatives. Insights and ideas were reviewed by the group and will next be provided to CBB and Federation leadership. Leadership will be asked to relay the insights and ideas to prospective contractors as guidance, for when they begin constructing their FY22 Authorization Requests.

1:33 PM - Wrap Up, Next Steps, Adjourn

Co-chair Katie Cooper reminded committee members of the next steps in the Checkoff Committee Planning Cycle and shared that they would meet again in August.

Co-chair Cooper called for any final committee questions and comments. Jerry Yates shared that leadership should get a marketing campaign behind asking potential contractors for Requests For Proposals (RFPs), so that organizations understand our needs, what we're looking for, and solicit more RFPs/ARs that way.

Hearing no additional comments, Co-chair Cooper asked for a motion to adjourn. Motion was made by Bree DeNaeyer to adjourn the meeting. Second was made by Jerry Yates. Motion passed. Co-chair Cooper adjourned the meeting at 1:35 PM.