

Virginia Beef Council
Minutes of Called Meeting 5-28-2020
Meeting conducted via email

On May 28, 2020, Stephanie Weiss, Executive Director, emailed the Board of Directors a request to expend \$21,115 on a consumer marketing campaign aligning with the priority area of Protect Beef's Image and Beef's Convenience Health, Safety and Nutrition as outlined in the VBC FY2020 Marketing Plan. The funds would be used for a Summer Grilling campaign targeting Virginia consumers with partners Summit Media, Lamar Advertising, and NCBA.

The Summer Grilling campaign will utilize radio, digital media outlets through Google, YouTube, and Spotify. Additional activation will take place on an LED billboard in Tidewater, VA. See attachment "G" for more details.

The following Directors replied via email of their approval of the Summer Grilling campaign, Attachment "G".

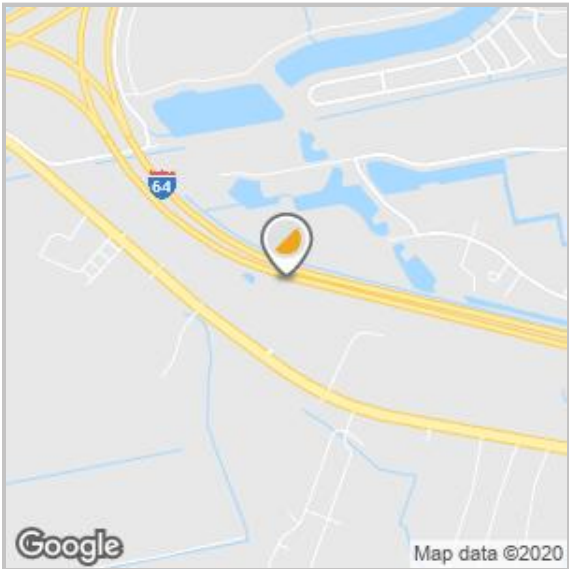
Tom McCall
Elizabeth Nixon
Hank Maxey
Mark Sowers
Patti Knight
Will Copenhaver
Mark Gwin
Craig Miller

The affirmative vote by 8 of the 12 Board of Directors constitutes a quorum per the Council bylaws and the Summer Grilling campaign was passed and granted.

Minutes submitted by Stephanie Weiss, Executive Director

Virginia Beef Council
2020 Summer Ad Campaign Proposals

<u>Company</u>	<u>Media Outlet</u>	<u>Details</u>	<u>Cost</u>
Summit Media	K95-Country 96.5 Classic Rock	Richmond area and beyond. 1 week airplay with 15 and 30 sec spots Total 312 spots Total reach 365,600	\$ 3,960.00
	online search engines	Native Display Ads- targeted to VA and consumers we choose 150,000 impressions/month \$1500/ month - 3 month minimum Total impressions 3 mon- 450,000	\$ 4,500.00
NCBA	Youtube Ads	campaign 5/21/20-9/14/20 over 100,000 views Promote United We Steak videos currently in production to VA target	\$ 4,000.00
	Spotify	Audio Ads with Banners 280,000 listens (1 listen=30sec of listening)	\$ 4,000.00
Lamar Advertising	Road billboards, digital and static	Chesapeake I-64 digital 1,146,176 impressions/month Cost .004/impression I-64 right hand read interstate Digital heading from west Hampton Roads toward VA Beach, Chesapeake prior to Battlefield route to the Outer Banks of North Carolina	\$ 4,655.00
Total Advertising Budget request			\$ 21,115.00



LOCATION #6

Advertising Strengths: Outstanding I-64 right hand read interstate Digital heading from west Hampton Roads toward Virginia Beach & Chesapeake prior to Battlefield route to the Outer Banks of North Carolina

Market:	CHESAPEAKE
Panel:	22464
Geopath Id:	30749347
Location:	S/S I-64 1.5MI W/O MILITARY HWY @ 4101 S. Military Hwy.
Lat/Long:	36.778271 / -76.38758
Media/Style:	Permanent Bulletin / Digital
*Weekly Impressions:	286,544 <i>per spot</i>
Panel Size:	14' 0" x 48' 0" Spec Sheet
Facing/Read:	North West / Right
Slots/Dwell:	8 slots / 6 seconds
Rate:	\$4,655.00

**Impression values based on: Persons 0+ yrs*

700 Southlake Blvd., Richmond, VA 23236

Stephanie Weiss

From: Stephanie Weiss
Sent: Thursday, May 28, 2020 10:29 AM
To: Andrew Gilmer (andrew@stuartlandcattle.com); Chas Potter (chas@potterfamilyfarm.com); Criag Miller (cnkcfarm@comcast.net); Dalton Bennett (dalton1@vt.edu); Elizabeth Nixon (enixon627@gmail.com); Hank Maxey - Chair (maxeyfarms@gmail.com); Lawson Roberts; Mark Gwin - Treas. (mgwin@certifiedangusbeef.com); Mark Sowers (huckleberry@swva.net); Patti Knight (kcattle@aol.com); Tom McCall (mclivestock@gmail.com); Will Copenhaver (wcopenhaver92@gmail.com)
Subject: Request for approval on advertising expense
Attachments: Summer AD Campaign Request 2020 .pdf; Lamar Digital 22464 Chesapeake.pdf
Importance: High

Good morning Board of Directors,

I hope this email finds each of you and your families well.

Happily, my email was back up and running on Tuesday. Things did not go as smoothly as we planned for the migration off NCBA's server and I was down about 4 days, but it is now completed.

Attached I have an updated proposal for summer advertising. I am requesting your approval to spend \$21,115 on advertising.

The attached proposal requests the following:

1. Radio in the greater Richmond area
2. Native ad placement online
3. You Tube Ads
4. Spotify- streaming music
5. A digital billboard in Chesapeake area

Prices are included for each item in the proposal. I removed \$4000 from the previous information that was allocated to online streaming television services. That proposal would reach 75,000 people in 3 months where the digital billboard should reach 1 million people in one month.

Please see the attachments for more details. I am open to any questions and discussion and also to a conference call.

I need a decision by Monday, June 1 to roll out the June 10 , United We Steak campaign.

Thank you for your time in reading the information. Please don't hesitate to call me with questions or concerns. If I can be of assistance with anything else, please reach out.

Stephanie R. Weiss
Executive Director
Virginia Beef Council
540-992-1992
434-710-0357
Vabeef.org

Notes to approve:

1. Tom McCall
2. Elizabeth
3. Hank
4. Mark Sowers
5. Patti Knight
6. Will Copenhaver
7. Mark Gwin
8. Craig