

**MINUTES TO CONNECTICUT APPLE MARKETING BOARD MEETING**  
**January 6, 2015**

The one hundredth & second meeting of the board was held Tuesday January 6, 2015 at the Regional Market in Hartford, CT. Brian Kelliher, Chairman, convened the meeting at 6p.m. The following were in attendance: Brian Kelliher, Donald Preli, Richard Macsuga, Rick Holmberg, Sue Muldoon, Peter Houle, Rebecca Eddy, Linda Piotrowicz, Jeff Sandness, Tim Perry and Dede Persson took Minutes. A roll call was done to introduce everyone.

**MINUTES:**

Minutes of the August 21, 2013 meeting were presented and reviewed. Pete Houle moved to accept minutes and second by Tim Perry. All in favor, none opposed.

**BUSINESS:**

**USDA/Block Grant-Social Media:** Sue Muldoon is updating the website with current content, it will include all orchards, pictures and QRScan signs to the orchards. Facebook fans have increased and Pinterest posts receive many likes. Future plans are loyalty programs and a mobile app. Growers can use graphics from webpage. Any local recipes can be sent to Sue to add to website. Sue will offer a few classes for growers to learn about the QR and loyalty programs. A presentation will also be available online.

**Apple Assessment- 2014 Update:** Rick Macsuga said letters were sent out late November 2014 to growers. Assessments are due back in the office January 30, 2015.

**Board Member Terms:**

Rick Macsuga distributed The Department of Agriculture CT Apple Marketing Board's Statute for review. A letter will be sent out looking for any new nominees.

**Funding/Bank Transactions:**

Rick Macsuga reported the Board has only a checking account, having a savings account was not an advantage. Brian Kelliher reviewed the Boards 2015 Budget.

A motion was made by Tim Perry, and second by Jeff Sandness, to accept the 2015 CT Apple Marketing Boards 2015 Budget – all in favor, none opposed.

**NEW BUSINESS:**

**Heirloom Apples:**

Linda Piotrowicz, Dept. of Agriculture Bureau Chief, was approached by an individual to more prominently promote & recognize CT grown heirloom apples. She asked the Board for thoughts and feedback on the subject.

Brian Kelliher moved to make a motion to explore the option of hosting info on heirloom apples on the Ct Apple Marketing Website, provided the information is provided to the Board. Tim Perry and Don Preli moved to accept the motion – all in favor, none opposed.

**Future Meeting Dates:**

July 2015, Rick will determine the best date in July to hold the next meeting and send out to all.

Meeting adjourned at 7.25pm. Motion by Brian Kelliher with a second by Pete Houle, none opposed.