



**STATE OF CONNECTICUT**  
**DEPARTMENT OF AGRICULTURE**  
Office of the Commissioner



Bryan P. Hurlburt  
Commissioner

860-713-2507  
www.CTGrown.gov

## **Connecticut Apple Marketing Board**

### REGULAR MEETING MINUTES

August 5, 2020

Via MS Teams Meeting

**Members Present:** Brian Kelliher, Rick Holmberg, John Rogers

**Members Absent:** Tim Perry, Jeff Sandness, Peter Houle, Don Preli

**DoAg staff:** Erin Windham, Cyrena Thibodeau

1. Brian Kelliher called the meeting to order at 7:00 PM. Made introductions of members, and new DoAg staff member, Cyrena Thibodeau
2. Review and approval of Regular Meeting Minutes for January 20, 2020. Motion made by Rick Holmberg to accept. Seconded by John Rogers. NO Quorum- REVOTE IN January.
3. Financial Report – Erin Windham provided a budget update – balance as of August 4, 2020 is 27,651.51. Budget less expenditures is 27,651.51 with \$1473.75 in outstanding transfer invoices to the DAS Print Shop.
  - a. Board members reviewed the apple assessments received to date. 11 producers have not sent in their assessments. A second as well as a final notice have been sent to those who have not submitted an assessment. And payment will be made. Rick Holmberg suggested a deadline date of August 15 to submit or removing producers from the marketing materials.
  - b. The \$500 limit to US Apples was reiterated
  - c. NE Apples- Membership will be made by individual producers if they so choose.
  - d. Discussion ensued over the proposed budget for 2021. Budget revisions due to Sue Muldoon's stepping away from marketing and the impact of COVID-19 were discussed. An updated budget and revisions will be sent to the members for vote by August 13, 2020.
4. Update on non-profit status
  - a. Non-profit status: Application was filed late and non-profit status was terminated. Erin Windham shared that as a Government agency we are not for profit, and noted that the agency had hired a Grants and Contracts Specialist which may be beneficial in the future.
5. Marketing Updates-
  - a. Social Media- Cyrena will be joining Erin Windham on CAMB business including all marketing efforts.



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- b. CT Apples App- Erin Windham shared that the app is still owned by The Business App Store, but the State of Connecticut has approved payments as a sole source provider.
  - c. Domains- CTApples.us, CTApples.org, and CTApples.net have all been renewed for a two year period.
6. Old Business
- a. Viability Grant Close-out – Final report was filed with Jaime Smith. No new information has been made available but updates will be shared as they are made.
7. New Business
- a. John Rogers announced that he will be submitting a resignation letter to Commissioner Hurlburt and that his son Peter would like to replace him as a Board Member. Rick and Brian both expressed that they would be happy to have him join. John was thanked for his service to the Board. Erin Windham will follow up with Commissioner Hurlburt and Kayleigh Royston regarding Peter's appointment.
  - b. 2021 Meeting dates were proposed and agreed upon for January 13, 2021, and June 9, 2021.
  - c. We need to reach out to Peter Houle to see about having the audit done. Erin will call to speak with him regarding his availability.
8. Next Meeting: January 13, 2021
9. Adjournment – Rick Holmberg motioned to adjourn the meeting. John Rogers seconded. All in favor. The meeting adjourned at 7:43 PM.

Respectfully submitted by Erin Windham, AMIR1, August 6, 2020