



STATE OF CONNECTICUT DEPARTMENT OF AGRICULTURE

Office of the Commissioner



Bryan P. Hurlburt
Commissioner

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www.CTGrown.gov

Connecticut Apple Marketing Board Meeting

REGULAR MEETING MINUTES

Wednesday, January 13, 2021

6:30 p.m.

Microsoft Teams Meeting

Members Present: Brian Kelliher, Tim Perry, Rick Holmberg, Don Preli, Peter Rogers
Members Absent: Jeff Sandness, Brad Isnard, Peter Houle.
DoAg Staff: Erin Windham, Cyrena Thibodeau

1. Meeting was called to order at 6:37 PM by Chairman Kelliher
2. Review and approval of Regular Meeting Minutes from August 5, 2020. Motion to accept the minutes as written made by Don Preli. Seconded by Tim Perry. All in favor. Motion passed.
3. Financial Report- Erin Windham provided a budget update- balance as of January 7, 2021, is \$33,325. There are no encumbrances.
 - a) Update and Review 2020 Apple Assessments: Erin Windham reported that 35% of the assessments had been received- 23 of 66. A second notice will be sent at the beginning of February to those that have not submitted an assessment. Brian asked about those who did not submit
 - b) 2020 Marketing Efforts- Erin Windham reported on social media efforts for 2020, noting that COVID -19 had cancelled several planned events. Erin offered some suggestions for marketing campaigns going forward including radio, CT Grown Magazine ads, and school promotions to direct families to the orchards. Brian agreed that looking into other options for 2021 would be a good idea. Erin will reach out to iHeart Radio and WNPR for possible options and bring them to the next meeting. Brian asked if Ag Day was taking place in March. Erin reported that there will be no in-person event, but that bags will be mailed out. Brian would like to see apples included if possible and noted that the product may not be available. Peter Rogers said that he will have apples available if they can be included.
 - c) Viability Grant Report: Erin reported that the final close-out report was submitted in July 2020 and the Board was reimbursed \$5776.98 in December 2020 for expenses incurred.
4. Old Business
 - a) Board representation- Brian asked if anyone had any ideas for new members. Erin reported that a request had been made to DECD for Rosemary Bove to be appointed as their designee, sharing her history with the Big E and other DECD projects. Brian agreed that she would be a good addition.
 - b) Non-profit status: Erin reported that the status was revoked due to late filing, but that Carole Briggs, DoAg Staff Attorney reported that it was not necessary since the Board was under the Department of Agriculture. Erin offered to get more information

- from Carole and Lindsay Raymond as to how that would affect their grant opportunities and report back by the end of next week with follow up.
- c) Don asked if Peter Houle had been contacted for an audit. Erin replied that she had checked with DAS as to his status to provide services and she would be calling him for an audit.
5. New Business- None
 6. Next Meeting: June 9, 2021, at 6:30 PM. Location to be decided.
 7. Adjournment- Brian Kelliher motioned to adjourn, Tim Perry seconded. All in favor. The meeting was adjourned at 7:10 PM.

Respectfully submitted by Erin Windham, AMIR I, January 14, 2021

Affirmative Action/Equal Employment Opportunity Employer
