

**MINUTES TO CONNECTICUT APPLE MARKETING BOARD MEETING**  
**March 17, 2011**

The ninety-seventh meeting of the board was held Thursday March 17, 2011 at the Regional Market in Hartford, CT. Brian Kelliher, Acting Chairman, convened the meeting at 7:30 p.m. The following were in attendance: Rick Holmberg, Brian Kelliher, Donald Preli, Jeff Sandness, Tim Perry, Brad Isnard and Bob Pelligrino. Dede Persson took minutes.

**MINUTES:**

Minutes of the June 17, 2010 were presented and reviewed. Don Preli moved to accept minutes as presented with a second by Tim Perry. All in favor, none opposed.

**TREASURER'S REPORT:**

Treasurer's report as of 3.15.2011 was presented, reviewed & discussed. Bob noted a lot of expenses were attributed to the Big E & Don touched on if there was a need to print more brochures this year. A motion to accept by Don Preli with a second by Brad Isnard was unanimously approved. The Totals on the Treasurer's Report were as follows: **Checking:** The balance as of 3.15.2011 was **\$11,103.16**. Deposits as of date total: **\$12,568.35**. Checks written to date total: **\$11,105.15**. Transfers from checking account to savings account total: **\$0.00**. **Savings:** Balance as of 03.15.2011 **\$11,607.02**. Interest paid: **\$9.77**. Withdrawals from savings to checking to date total: **\$2,000.00**. **Total in checking and savings: \$22,710.18**.

**OLD BUSINESS:**

**US Apple Donations:** An error was made, but since been clarified regarding percentage paid.

**Big E:** Bob reported that the turnout at the BigE was very good, perhaps due to the nice weather. They cut a lot of apples- very few were left over. Bob has already received a request to again participate in 2011.

**Brochures/Recipe Inventory:** Bob & Rick agreed that there is enough inventory of brochures from the previous order, there will not be a need to print more brochures this year.

**New Members:** Brian asked the group if anyone had ideas for someone to be an alternate. If anyone can serve on the Board for the West – Tim will ask some growers in the West to participate. – Perhaps BlueHills and Hindinger Farm.

**Revote Schedule:** A revote is due every five years – the Board decided that the next re-vote will occur in January 2012.

**NEW BUSINESS:**

**Review of apple donations & the process:** The process was reviewed & decided that a few businesses need to be checked to see if they are still in business. Tim will call Bob Marsh & Bob will be in touch with Brian to let him know. Gustafson & Halloch Orchard are in question.

**Matching Funds:** Bob and Brian wrote a 5k grant for the Apple Board. They are still awaiting response. Bob suggests the Board look at speciality crop grant monies for next term.

**Other:** Brian talked to the group about social networking – there is a lot of room for the Board to grow. A lot of people are searching on Facebook, UTube & Twitter, instead of only using Google as their search engine of choice. The idea was thrown around to hire someone for a few hours a week, maybe 10, to help with getting the Board online like this. Rick will e-mail Brian, the e-mail address, to get in touch with Zagnuts to inquire if they can provide this service.

**Assessments:** 2<sup>nd</sup> notices sent out via certified mail for assessments – if payment is not received by June 2011 the next step is to send out the letter from the Attorney General & establishments will be removed from the internet.

Meeting adjourned at 8.40 pm. Motion by Brad Isnard with a second by Don Preli. Approved by voice vote, none opposed.