

CT MPB meeting – July 23, 2015

Members present: Miller, Stearns, Orr, Reviczky

Members absent: Nolan, Greenbacker, Jacquier

Guests: Jenny Karl, Amanda Aldred, Heidi Harkhopf

- 1) Welcome/call to order
 - a. Commissioner Reviczky called the meeting to order at 10:12am.
- 2) Review and approval of meeting minutes
 - a. Miller/Orr to approve the minutes of April 8, 2015, as presented. Carried **unanimously**.
- 3) Financial Report
 - a. As of 7/17/15, the CT MPB balance was \$196,154.37.
 - b. Commissioner Reviczky noted that Rebecca Eddy Murphy, a staff member within the Department of Agriculture, will be working to do more promotional work in the future.
- 4) Old Business
 - a. Ms. Karl, Ms. Aldred and Ms. Harkhopf gave an update on New England Dairy Promotion Board activities on behalf of Connecticut Dairy Farm Families over the last quarter.
 - i. Ms. Aldred recapped legislation that had been pending that would have had an adverse impact dairy consumption.
 - ii. NEDPB ran a “Feel Great-ness” campaign in 10 schools during the spring, including bringing in NFL star Devon McCourty.
 - iii. Ms. Harkhopf scheduled a visit to Freund Farm with Dr. David Katz, director of Yale University Prevention Research Center and the Integrative Medicine Center. Dr. Katz is also a past nominee for U.S. Surgeon General. Dr. Katz has, in the past, strayed towards positions that are not pro-agriculture, making efforts to engage him and keep him neutral are important.
 - iv. NEDPB sponsored a conference addressing the “Changing Way We Look at Agriculture” and included Abigail Coperhaven, a licensed dietician and dairy farmer from New York.
 - v. Great American Milk Drive was held in June. All stores under the AHOLD banner participated in a 4 week milk drive. This included 770 stores. The drive raised \$7,000 in Connecticut. Price Chopper ran a similar program at about the same time, including 8 stores in Connecticut. Due to some logistical issues, this became a learning experience. Geissler’s raised \$6,700 in 6 store locations. The program was led by Hood, and hood will match the amount raised.
 - vi. In the next quarter, NEDPB will continue to work on Fuel Up to Play, summer meals events and opportunities, and back to school mailings stressing the benefits of dairy. They will continue to purchase media buys
 - vii. NEDPB asked for suggestions from CT MPB board members about what’s been successful so far in 2015 and into 2016, and what we would like to see over the next 6 months. Mr. Orr asked about the distribution in advertising efforts between television and radio. Commissioner Reviczky talked about the varying values between paid media and earned media. He also mentioned available staff within the agency that may be able to help. Discussion was held about

items to include or exclude in the 2016 calendar year contract. Questions were raised about the school breakfast promotion program. NEDPB will submit a contract proposal to the commissioner by early September for consideration at the October meeting.

b. New Business

i. Truck Weight Limit inclusion in federal Transportation Bill

1. Members discussed opportunities to education members of the state congressional delegation about the importance of raising truck weight limits

c. Next Meeting – October 21, 2015

d. Adjournment – 11:32am