

Connecticut Milk Promotion Board

Chair
Steven K. Reviczky
Vice Chair
James Stearns
Secretary
Lucy Nolan
Treasurer
Paul Miller



State of Connecticut
Department of Agriculture
An Equal Opportunity Employer



Connecticut Milk Promotion Board
Meeting Minutes
January 21, 2015
10:00am
Department of Agriculture Conference Room

Members present:

Commissioner Steven K. Reviczky
Robert Jacquier
Peter Orr
Paul Miller
James Stearns
Lucy Nolan

Members absent:

Joe Greenbacker

Guests present:

Jason Bowsza (department staff)
Rebecca Eddy (department staff)
Jenny Karl (NEDPB staff)
Amanda Aldred (NEDPB staff)
Heidi Harkhopf (NEDPB staff)
James Jacquier

- 1) Welcome/Commissioner's Comments:
 - a. Commissioner Reviczky introduced Rebecca Eddy as DoAg staff who will be helping with promotional efforts within the agency, including with the Milk Promotion Board
- 2) Meeting Minutes:

- a. A motion was made by Miller, seconded by Jacquier, to accept the minutes as presented. The motion passed unanimously
- 3) Financial Report:
 - a. Commissioner Reviczky presented a financial report showing that the Milk Promotion Board had a standing balance of \$252,417.82 as of January 14, 2015. The Commissioner commented that things are working well.
- 4) Presentation of activities by the New England Dairy Promotion Board
 - a. Representatives of the New England Dairy Promotion Board gave an overview of their activities over the last three months. They have worked with the Breakfast Enhancement Team and End Hunger CT to increase school district breakfast program participation.
 - b. New England Dairy Promotion Board representatives also had success securing television segments that promote dairy farm families.
- 5) Other:
 - a. Members and stakeholders have weighed in on the proposed 2015 contract between the Connecticut Milk Promotion Board and the New England Dairy Promotion Board. This proposal would be a continuation of the 2014 contract and action plan. A motion was made by Mr. Orr, seconded by Ms. Nolan, to approve the 2015 contract as presented. Motion carried unanimously
- 6) Adjournment:
 - a. The meeting was adjourned at 11:07am