



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE

Office of the Commissioner



CT MPB Meeting Minutes
April 6, 2016
Connecticut Department of Agriculture
Room G-8a
10:00am

Members Present: Commissioner Reviczky, Jim Stearns, Lucy Nolan, Joe Greenbacker, Bob Jacquier, Peter Orr, Paul Miller

Members absent:

Guests: Heidi Harkhopf, Jenny Karl, Amanda Aldred, Jason Bowsza, Rebecca Eddy, Linda Piotrowicz

Meeting called to order at 10:14am.

1. Welcome
2. Review and Approval of Regular Meeting minutes of October 21, 2015 meeting. A motion was made by Mr. Miller, seconded by Ms. Nolan, to approve minutes as presented. **The motion passed unanimously**
3. Financial Report – Balance as of 3/31/16 is \$272,251.89. The first of five payments due to NEDPB has been signed and processed this morning. Mr. Orr asked if DoAg would be impacted by the State's budget situation. The commissioner explained the impact that the budget situation may have on DoAg.

A motion was made by Mr. Orr, seconded by Mr. Miller, to take New Business agenda item 5B out of order. **The motion passed unanimously**

4. Agenda item 5B – Update on Promotional opportunities.
 - a. Commissioner Reviczky introduced Bureau Director Linda Piotrowicz and Rebecca Eddy to discuss promotional opportunities that DoAg could make available. Ms. Piotrowicz provided an overview of the opportunities available to the CT MPB. Ms. Eddy discussed the proposal she prepared for review and consideration, providing an implementation timeline, social media outreach, website development, television and radio advertising, etc. Members asked questions about impact investing, consumer outreach, media sourcing, etc. Ms. Nolan asked how this would intersect with NEDPB. Mr. Orr views the proposal on the table as complimentary to the efforts of the regional group.

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- b. Commissioner Reviczky suggested that dairy farmer input was necessary to determine how CTMPB promotion money would ultimately be sent. He suggested establishing a subcommittee or working group to sign off on advertising content.
- c. A motion was made by Mr. Orr, seconded by Mr. Greenbacker, to fund the promotional proposal in concept up to \$60,000. Discussion included the establishment of a subcommittee/working group to help with the determination of marketing content.
Motion carried unanimously.
- d. Mr. Jacquier suggested establishing a special milk promotion board meeting to discuss moving the marketing proposal forward.

Following discussion of Agenda item 5b, the board returned to the call of the agenda.

5. Old Business

- a. New England Dairy Promotion Board activity update
 - i. Ms. Harkhopf and Mr. Aldred provided an overview of NEDPB promotional activities since the beginning of the year. They executed a sponsorship program with NPR, participation in National Nutrition Month, engaging dietician interns through programs at St. Joseph's University, Yale and UConn (upcoming). NEDPB has also engaged a Connecticut Ambassador as part of the Fuel Up to Play 60 program. This year's ambassador is William Mollow of Branford. Ms. Aldred reported that Connecticut has climbed to 47th in the nation in terms of school breakfast access, and distributed report cards generated by EndHungerCT. She also discussed farm to school efforts by helping to fund dairy month in local schools through the distribution of "Legen-Dairy" posters in participating schools. Ms. Aldred also reported on available funding provided by USDA to purchase equipment valued at \$5,000 or more to enhance food service. This would be made available through the State Department of Education. Ms. Aldred and Ms. Harkhopf participated in Ag Day at the Capitol in March, and continue to monitor legislation affecting the consumption of dairy in public schools. They reported that two retailers will be hosting the Great American Milk Drive this year, at 99 Locations in Connecticut. Looking ahead, NEDPB will be participating in June Dairy Month activities, summer meals kick-off events, and continued partnerships with WNPR, Channel 8 and Channel 3.
- b. 2016 Contract Update
 - i. The Contract has been fully executed, and the first payment has been processed.



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6. New Business

a. State Budget Update

- i. Commissioner Reviczky provided an update on where the state budget stands. He discussed steps that have been taken to mitigate costs already, and discussed what may be coming in the future to offset projected deficits.
- ii. Commissioner Reviczky also provided an update on funding for the Community Investment Act.

7. New Regular Meeting – July 13, 2016 at 10am.

8. Adjournment – Commissioner Reviczky adjourned the meeting at 12:19pm