

Connecticut Milk Promotion Board  
November 15, 2017 Special Meeting  
Connecticut Department of Agriculture  
450 Columbus Blvd, 7<sup>th</sup> Floor, South Building Conference Room A

Members Present: Commissioner Reviczky, Peter Orr, Jim Stearns, Paul Miller, Lucy Nolan  
Members Absent: Bob Jacquier, Joe Greenbacker  
DoAg Staff: Rebecca Eddy  
Guests: Heidi Harkopf, New England Dairy and Nutrition Council

Special Meeting called to order by Commissioner Reviczky at 9:40am to discuss marketing and promotion plans for the Board as a follow-up discussion and continuation of a promotional plan voted on by the board previously.

Lucy and Rebecca introduced ideas for a slogan, ultimately agreeing on “Connecticut Dairy Families: Sustaining Connecticut” which will go beneath the current logo and adding “Environment / Community / Economy” below that line.

Rebecca will work with the graphic artist who designed the Milk Promotion Board’s logo to integrate the changes with multiple versions depending on use and available space for designs.

Social Media options were discussed. Once the website and the changes are in place, Rebecca will launch a Facebook and Pinterest pages and look into adding additional social channels including Instagram and Twitter for the Milk Promotion Board. Rebecca will be the main contact, and we will work with those already posting photos from dairy farms to expand the reach of our account.

The use of #ctmilk and #ctdairy are currently in use and will remain the standard.

The upcoming activities for Dairy Month in June were discussed next, especially ways to increase our Connecticut dairy visibility during June without increasing the workload of dairy farmers. We decided that a Dairy Day would be a good way to expand interests at sporting events (local baseball stadiums: Hartford, Norwich, etc.) and to see if there are farms holding open houses that month to piggyback on them. The board will develop a “go to box” with materials that will assist dairy farmers with events. The box will include ideas for a successful event, signage, posters, stickers, giveaways, etc. to give the farms assistance while providing a consistent message.

Lucy will check with the Connecticut Farm Bureau to see if they continue to own the website ctdairy.com to see if we can use it.

Rebecca will work with potential places to hold our Connecticut Dairy Day.

Adjourned at 11:45am (Orr/Nolan). Unanimous.

Respectfully submitted:  
Lucy Nolan  
November 21, 2017