



Connecticut Milk Promotion Board

State of Connecticut
Department of Agriculture

SPECIAL MEETING AGENDA

November 21, 2019

3:00 PM

Maneeley's Restaurant
65 Rye Street, South Windsor, CT

1. Call to Order
2. Discussion of 2020 vision planning and strategy
3. Review and approval of 2020 Outreach Promotions
 - a. Option 1: CT Grown Magazine
 - b. Option 2: Farm-to-Chef Week Sponsorship
 - c. Option 3: Out of Home advertising (see attached)
 - d. Option 4: Radio/Social Media Campaigns (see attached)
4. Review and approval of New England Dairy Extension Packages
 - a. Option 1: NBC CT Tokyo 2020 Campaign
 - b. Option 2: Daphne the Cow Transport/Storage
5. Adjourn