



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

860-713-2507
www.CTGrown.gov

Connecticut Milk Promotion Board

MEETING MINUTES

October 23, 2019

Connecticut Department of Agriculture
450 Columbus Blvd., Floor 2 South
Meeting Room F

Members Present: Commissioner Bryan P. Hurlburt, Joe Greenbacker, Paul Miller, and Jim Stearns

Members Absent:

DoAg staff: Rebecca Eddy

Guests: Amanda Freund, Seth Bahler, Jamie Foster, Heidi Harkopf, Annalise Kiley, Michael DeAngelis, Jenny Karl and Amanda Aldred

1. Welcome – Commissioner Hurlburt called the meeting to order at 11:03 AM. Made introductions of members and guests. Discussion of appointment process for new board members.
2. Review and approval of Regular Meeting Minutes for July 24, 2019. Motion made by Mr. Miller. Seconded by Mr. Greenbacker to approve the minutes. All in favor. Motion passed.
3. Public Comment – no comment.
4. Financial Report – standing balance is \$660,548.68. Encumbrances of \$134,000 include upcoming payments to NE Dairy. Ms. Eddy confirmed there is no administrative fee charged by DAS for maintaining the account. She is working with DAS to compile complete budget report, including processor payment status for next meeting.
5. Old Business
 - a. Social Media Promotional campaign & Outreach Update
 - i. Ms. Eddy provided a social media and website update, along with an update on event outreach activities during Q3 in conjunction with New England Dairy.
 - ii. Ms. Eddy brought forward the 2020 Hartford Yard Goats sponsorship in the amount of \$5,000 for consideration by the board. Mr. Miller made a motion to sponsor the Hartford Yard Goats game on June 7, 2020 as “Dairy Day” in the amount of \$5,000. Mr. Greenbacker seconded. All in favor. Motion approved.
 - iii. Ms. Eddy updated members on the consumer education and media training workshops offered through New England Dairy. Working



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with Laura Hardie to coordinate dates and location. Suggestions were made to coordinate with Rhode Island dairy farmers if possible and piggyback onto the CT Dairy Seminar or a Young Farmer event. Ms. Eddy to follow up on dates and location.

- b. NEDPB Proposed Contract
 - i. NEPDB staff provided a comprehensive overview of their proposed activities, the reasoning for them and additional extension packages. Commissioner Hurlburt expressed that the board should take a holistic approach to determine the future direction of activities. Discussion ensued regarding the showcase of Daphne the Cow in public venues such as malls and airports to generate consumer awareness.
Board members expressed wanting a broad overview and receiving measurable without micromanaging.
Discussion ensued regarding the inclusion of the Connecticut Dairy logo/branding in marketing efforts.
Mr. Miller made a motion to approve the proposed 2020 New England Dairy contract in the amount of \$336,400 for the activities included within and to set a special meeting date to discuss the extension proposals and review activities for 2021. Mr. Greenbacker seconded. Three in favor. One opposed. Motion passed.
6. New Business
 - i. none
7. 2020 Meeting Schedule
 - a. The following dates were recommended:
 - i. January 22, 2020
 - ii. April 22, 2020
 - iii. July 22, 2020
 - iv. October 21, 2020Mr. Greenbacker made a motion to approve. Mr. Stearns accepted. All in favor. Motion passed.
8. Adjournment – Mr. Greenbacker motioned to adjourn the meeting. Jim Stearns seconded. All in favor. The meeting adjourned at 3:33 PM.

Respectfully submitted by Rebecca Eddy, AMIR 1, October 25, 2019