



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

860-713-2507
www.CTGrown.gov

Connecticut Milk Promotion Board

SPECIAL MEETING MINUTES

November 21, 2019

Maneeley's Restaurant

65 Rye Street, South Windsor, CT

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

DoAg staff: Rebecca Eddy

Guests: Amanda Freund, Seth Bahler, Jamie Foster, Kies Orr, Cricket Jacquier

1. Welcome – Commissioner Hurlburt called the meeting to order at 3:08 PM.
2. Public Comment – Cricket Jacquier provided update on work being done on National level through UDIA; discussed presentation by UC Davis Professor, Dr. Mitloehner, on the role of dairy in sustainability and messaging to consumer; feedback from attendees of New England Dairy meeting and Mr. Jacquier's attendance at the GenYouth gala in NYC on 12/3. Amanda Freund shared her thoughts on positive interaction with New England Dairy staff and plans for the year ahead. Rebecca Eddy reported back on attendance of New England Dairy annual meeting and the insights learned there. Commissioner Hurlburt shared that he will be reaching out to Lucas Lentsch, EVP of UDIA to invite him to a future meeting.
3. Discussion of 2020 Vision Planning and Strategy – discussion ensued about bringing in an outside person to facilitate and obtaining quotes for them to do so. Importance of inviting dairy community at large to participate. Mr. Jacquier brought forward that New England Dairy just concluded their strategic planning effort and to make sure we are not duplicating efforts, but rather build upon what they have initiated. Mr. Greenbacker requested the facilitated meeting take place prior to the January 2020 meeting.
4. Review and approval of 2020 Outreach Promotions
 - a. Option 1: CT Grown magazine ad – Mr. Stearns made a motion to place the full page, inside front cover in the 2020 edition of CT Grown magazine. Mr. Miller seconded. All in favor, motion passed.
 - b, c, d. Ms. Eddy distributed a variety of outreach options including sponsorship, out of home advertising and radio, television and social media campaigns. Lengthy discussion ensued about how to proceed and a consensus was reached to not make any decisions until after the strategy meeting is held. Mr. Greenbacker thanked guests for their attendance and input. Mr. Miller reiterated 80/20 split on funds and that he is not opposed to spending the money. Ms.



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- Freund suggested a follow up on Checkers event staffing coordinated by New England Dairy.
5. Review and approval of New England Dairy Extension Packages
 - a. NBC CT Tokyo 2020 Campaign: tabled until next meeting
 - b. Daphne the Cow Transport/Storage – tabled until next meeting
 6. Adjournment – Mr. Greenbacker motioned to adjourn the meeting. Jim Stearns seconded. All in favor. The meeting adjourned at 4:34 PM.

Respectfully submitted by Rebecca Eddy, AMIR 1, December 2, 2019