



# Connecticut Milk Promotion Board

State of Connecticut  
Department of Agriculture

SPECIAL MEETING AGENDA  
October 30, 2020  
1:00 PM

## [Join Microsoft Teams Meeting](#)

[+1 860-840-2075](#) United States, Hartford (Toll)

Conference ID: 380 622 076#

**Members Present:** Chairman Paul Miller, Vice Chair Amanda Freund, Seth Bahler, Jaime Foster, Joe Greenbacker, Jon Hermonot, Commissioner Bryan Hurlburt

**Members Absent:**

**DoAg staff:** Rebecca Eddy, Lindsay Raymond, Amanda King

**Guests:** New England Dairy: Jenny Karl, Annalise Kieley, Michael DeAngelis, Amanda Aldred, Heidi Harkopf  
UDIA/DMI: Lucas Lentsch, Amy Wagner

- 1. Welcome (5 minutes):** Chairman Miller called meeting to order at 1:05.
- 2. Review and approval of Special Meeting minutes from September 11, 2020 and Special Meeting minutes of October 1, 2020 (5-10 minutes) – Vote required:** Jon Hermonot motioned to accept minutes from September 11<sup>th</sup> 2020. Motion seconded by Seth Bahler. All in favor, motion passed and minutes approved. Commissioner Hurlburt motioned to accept minutes from October 1<sup>st</sup> 2020. Jon Hermonot seconded. All in favor, motion passed and minutes approved.
- 3. Public Comment (0-5 minutes):** no public comment.
- 4. Financial Report (5 minutes):**

- a. **Budget update:** Rebecca Eddy met with DAS personnel and found out that DAS is working on a five year historical data pull for payment information. DAS does have information on dairy farmers paying into the account. An internal audit is being completed in conjunction with national partners.
- Rebecca Eddy also provided an overview of FY 21 income, total income thus far is \$105,332.76 for time period July 1-Sep 30 2020. Total expenditures off of Board budget for FY 21 so far is \$73,467.98 in expenditures, budget less expenditures is 804,574.78. There's an additional \$210,272 in encumbrances which leaves the Board around \$600,000 total in the account.
- There will be a future MPB meeting to review financial data.

## 5. Old Business

- a. **Social Media Promotional Campaign and Outreach Update (15 minutes):** Rebecca Eddy provided highlights of the CT Dairy social media campaign. Highlights included how the Discover Dairy "Adopt a Cow" program post on Facebook received significant interest from teachers. Rebecca along with Lindsay Raymond and Amanda King visited 3 dairy farms in August; Carlwood Farm, Freund's Farm and Laurelbrook Farm. Rebecca also attended Fairvue Farms for a video coordinated with NED that was part of Celebrating Agriculture's 20<sup>th</sup> anniversary that was virtual this year.
- Rebecca stated she also made updates to the CTDairy.org website.
- b. **Appointments (5-10 minutes):**
- The Department of Agriculture has Joe Greenbacker's appointment down under the President of the Senate and the Secretary of State's office has it recorded under the majority leader of the Senate. The Department is looking into it and believes they have the correct appointment information.
- c. **DMI/Lucas Lentsch Update (10 minutes):**
- Lucas Lentsch is Executive Vice President of UDIA and is also stepping into a leadership role in the Federation of States and Regions. Lucas answered questions from the board and discussed how there is built in accountability by farmer boards and CEO's for oversight on how state and regional dairy promotion is conducted and clear limitations exist on what dairy promotion dollars can and can't do.
- d. **Review and approval of Q3 New England Dairy Report and Invoice (10 minutes) – Vote required:** Heidi Harkopf provided highlights of NED Q3 updates to include the Farmer to Food Pantry Cooler Grant and webinars that NED hosted.
- Chairman Miller requests the Board approves the Q3 report. Joe

Greenbacker motioned to approve the Q3 report. Motion seconded by Seth Bahler. All in favor, motion passed and report approved. Commissioner Hurlburt motioned to approve the Q3 invoice payment. Motion seconded by Amanda Freund. All in favor, motion passed and payment approved.

## 6. New Business

- a. **New England Dairy 2021 Scope of Work Proposal (35 minutes for presentation & Q&A) – Vote required:** Jenny Karl provided background information on the NED organization structure, alignment of national and local dairy promotion and NED goals. Full NED 2021 Scope of Work Proposal is attached as an addendum to the minutes. This includes the additional DMI/UDIA presentation from Lucas Lentsch and Amy Wagner. Amanda Freund motions to accept the NED 2021 proposal. Motion seconded by Jon Hermonot. Chairman Miller asks if there is additional discussion on the proposal. Commissioner Hurlburt motions to amend the proposal to include branding be CT specific and social media posts be designed to be posted on CT social channels and that NED comes back to the Board with additional budget for increased social outreach engagement. Motion amendment seconded by Jaime Foster. All in favor, motion amendment passed. Jaime Foster motions to make an amendment to the current motion that NED includes outcome measurement and not just outputs. Motion amendment seconded by Commissioner Hurlburt. All in favor, motion amendment passed. Chairman Miller requests the board vote on the motion with the two amendments. All in favor, motion passed. Amanda Freund motions to table the rest of the meeting due to time constraints. No second motion was made.
- b. **CPTV “Milk Madness” proposal (10 minutes) – Vote required:** Commissioner Hurlburt makes a motion that NED crafts the PBS partnership with CT dairy focus and execution. Motion seconded by Jaime Foster. Discussion ensued with question from NED if they can engage with CPTV on components that are more compelling. Commissioner Hurlburt replied that NED can utilize their expertise to craft it with a CT focus on this channel. All in favor, motion passed. Rebecca Eddy asked if the dollar amount needs to be clarified or if the board is staying with the original \$25,000 proposal. Commissioner Hurlburt clarified that the proposal be up to \$25,000 as in the original request, but if NED has a new campaign that is more, they can present to the board for approval on funding. Board members agree.

7. 2021 Meeting Schedule (5 minutes) – **Vote required**
  - a. Wednesday January 20, 2021
  - b. Wednesday April 21, 2021
  - c. Wednesday July 21, 2021
  - d. Wednesday October 20, 2021

Commissioner Hurlburt motions to accept the 2021 meeting schedule. Motion seconded by Jon Hermonot. All in favor, motion passed and meetings scheduled.

8. **Adjournment:** Chairman Miller accepted motion by Seth Bahler to adjourn the meeting. Meeting adjourned at 3:55.

*Respectfully submitted Amanda King, AMIR 1, 11/6/2020*