



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

September 11, 2020

1:00 PM

[Join Microsoft Teams Meeting](#)

[+1 860-840-2075](tel:+18608402075) United States, Hartford (Toll)

Conference ID: 908 547 545#

- Members Present:** Chairman Paul Miller, Vice Chair Amanda Freund, Seth Bahler, Jaime Foster, Joe Greenbacker, Jon Hermonot, Commissioner Bryan Hurlburt
- Members Absent:** none
- DoAg staff:** Rebecca Eddy, Lindsay Raymond, Amanda King
- Guests:** none

1. **Welcome:** Chairman Miller called to order at 1:04 pm.
2. **Approval of Minutes:** Motion made by Joe Greenbacker to accept the special meeting minutes of September 2, 2020. Motion seconded by Jon Hermonot. Amanda Freund noted that the executive session has an incorrect end time. Motion amended to approve with correction. All in favor. Motion passed.
3. **Public Comment:** none
4. **Old Business:**
 - a. **Strategic Vision Planning Workshop:** Review of mission and vision statements. Focus on increasing sales and consumption of dairy products. Outlined goals and objectives with discussion on what role the state board plays in research; differences between mission, goals, objectives, and tactics. The purpose is to outline the goals of CMPB be transparent in the process of contracting and fulfill goals of the board. Jaime Foster began crafting goals 1 & 2 based on input from discussion. Amanda Freund suggested that goal 3 focus on gaining and increasing consumer trust in farms and the process. Seth recommended building community connections. Amanda Freund voiced that dairy farmers need to engage with the local dairy check off programs. Jaime Foster discussed how to use marketing dollars to fund positive research on dairy. Jon Hermonot recommended participating in national campaigns through Undeniably Dairy, or piggyback off what they are doing. Collectively, the group identified goals and strategies (see attached), to be distributed for review and final approval.
5. **New Business:** none
6. **Adjournment:** Meeting adjourned at 3:18 PM.



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Respectfully submitted by Rebecca Eddy, AMIR 2, September 14, 2020