



Connecticut Milk Promotion Board

State of Connecticut
Department of Agriculture

SPECIAL MEETING AGENDA

January 13, 2021

10:30 AM

Microsoft Teams meeting

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

Members Absent: none

DoAg staff: Rebecca Eddy

Guests: none

1. Welcome: Chairman Miller called the meeting to order at 10:30 a.m. Reminded members they are political appointees and the need to follow contracting procedures.
2. Public Comment: none
3. Integrated Marketing Campaign: Chairman Miller asked Rebecca Eddy to provide highlights of both proposals. Rebecca Eddy stated that New England Dairy went back to CPTV to adjust proposal to fit within 6-month contract period and that the NBC-CT contract will need additional specifics including timeline and metrics to meet contracting language. Clarification was requested on where the NBC-CT proposal came from. Discussion ensued recapping motions from previous meeting and New England Dairy's role in executing the media buy.
 - a. CPTV Proposal: Chairman Miller called for a motion to not proceed with the CPTV proposal as original voted upon. Amanda Freund moved. Joe Greenbacker seconded. All in favor. Motion passes.
 - b. NBC-CT proposal: Chairman Miller called for a motion to replace the CPTV proposal with NBC-CT proposal as received by New England Dairy. Amanda Freund moved. Jon Hermonot seconded. Discussion ensued on how the proposal would be negotiated on behalf of the board to be worked into the contract underway with New England Dairy. Chairman Miller clarified that Lindsay Raymond will be agent on behalf of board to move forward with contract. Chairman Miller stated that board members should not discuss specifics related to contract work. Commissioner Hurlburt thanked Chairman Miller for his time on contract work and noted that requests had been made to the contractor for specific. Chairman Miller recognized efforts of DoAg staff to move contract through the process and expressed appreciation. Further discussion ensued over contracting process. Chairman Miller called for vote. 4 in favor. 1 abstained. Motion passes.
4. Adjourn: Chairman Miller asked for motion to adjourn. Commissioner Hurlburt moved. Meeting adjourned at 11:03 a.m.

Respectfully submitted by Rebecca Eddy, AMIR 2, January 14, 2021

