



Connecticut Milk Promotion Board

REGULAR MEETING MINUTES

April 21, 2021

1:00 PM

Microsoft Teams meeting

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

Members Absent:

DoAg staff: Rebecca Eddy, Amanda King

Guests: Amanda Aldred, Heidi Harkopf, Jenny Karl, Annalise Kieley, Michael DeAngelis

1. **Welcome:** Chairman Miller called the meeting to order at 1:05 p.m. and requested an update from Commissioner Hurlburt. Commissioner reported that the appropriations committee released their budget and he is following up to see if additional CIA funds are available for the dairy sustainability payments.
2. **Review and approval of Special Meeting Minutes of January 13, 2021, Regular Meeting Minutes for January 20, 2021, and Special Meeting Minutes of March 15, 2021:**
Commissioner Hurlburt motioned to approve the Special Meeting Minutes of March 15, 2021 during executive session, Joe Greenbacker seconded. All in favor, motion passes.
Commissioner Hurlburt motioned to approve the Special Meeting Minutes of January 13, 2021, Jon Hermonot seconded. All in favor, minutes approved.
Commissioner Hurlburt motioned to approve the Regular Meeting Minutes of January 20, 2021, Jon Hermonot seconded. All in favor, minutes approved.
3. **Public Comment.** None.
4. **Financial Report/Budget Update:** Rebecca Eddy e-mailed the financial report to Board members before the meeting. Discussion ensued with the way the cash balance is presented due to smaller producers making lump sum payments versus monthly, continuing to work with DAS to remedy. Additional question regarding salaries from board – only 10% of one board coordinator’s salary is from board funds. Board members request that the next financial report in an excel format as well as the currently provided 1 page summary. Joe Greenbacker moved to accept the report, Seth Bahler seconded. All in favor, motion passed, and financial report accepted.
5. **Old Business**
 - a. Commissioner Hurlburt provided an update on Board appointments. For the position appointed by the president pro tempore of the Senate Senator Looney, there was a verbal commitment given by Arthur Spielman IV. Continuing to seek an appointee for the house minority appointed position and the house majority appointed position.

Chairman Miller asks for any recommendations from Board and there are no new recommendations.

- b. Board Member Training: Rebecca informed the board that she received notification that ethics training can be completed online and that FOIA trainings will be held in May.
 - c. Social Media and Outreach Update: Rebecca outlined request for funding of boosted social media posts and ads. The funding request is \$200 per month with the goal of increasing followers by 5% across social platforms and increased engagement and impressions to more than 30,000/month. Joe Greenbacker motions to approve the social media update and funding request. Jon Hermonot seconded. All in favor, motion passed.
 - d. New England Dairy Activity Report: New England Dairy staff provided an update on the current contract work. Updates included review of school grant programs, industry stakeholder webinar series, Dairy Innovation kits, social media engagements, newsletters and farmer relations through telling the CT Dairy story and Farmer Promotion Grant program.
 - e. RFP Update: Chairman Miller requests motion to move to executive session to discuss and requests members of the public leave the meeting. Commissioner Hurlburt motions to recess the regular meeting and move into executive session. Joe Greenbacker seconded. All in favor, motion passed. Executive Session starts at 2:02 p.m. Jon Hermonot motions to accept special meeting minutes of March 15, 2021, Joe Greenbacker seconded. 4 in favor, 1 abstain. Motion passes, minutes approved. Chairman Miller asks for a motion to adjourn from Executive Session and return to the regular meeting. Commissioner Hurlburt makes motion, Seth Bahler seconded. All in favor, motion passes and executive session ends at 2:22 p.m.
6. **New Business:** Rebecca informs board members that the next regular meeting is July 21 and may also need to call special meeting prior for mid-contract review. Also reminds the board of Northeast Dairy Business Innovation Center grant opportunities and information on the new CT Grown campaign and logo.
 7. **Adjournment:** Joe Greenbacker motions to adjourn the meeting, Jon Hermonot seconded. All in favor, meeting adjourned at 2:23 p.m.

Respectfully submitted by Rebecca Eddy, AMIR 2, April 26, 2021