

# Connecticut Milk Promotion Board

**Chair**  
Steven K. Reviczky  
**Vice Chair**  
James Stearns  
**Secretary**  
Lucy Nolan  
**Treasurer**  
Paul Miller



State of Connecticut  
Department of Agriculture  
*An Equal Opportunity Employer*



Regular Meeting Minutes  
Connecticut State Office Building  
December 11, 2013  
Commissioner's Conference Room, Room 157  
10:00 am

1. Commissioner Reviczky called the meeting to order 10:05am.
  - a. Members present: Commissioner Reviczky, Paul Miller, Lucy Nolan, James Stearns, Peter Orr, Joe Greenbacker, Robert Jacquier
  - b. Members absent: none
  - c. Staff and guests present: Jason Bowsza, Earl Norman, Amanda Aldred, Gary Wheelock, Tim Bryand, Lisa Burnett, James Jacquier
2. Treasurer's Report: Commissioner Reviczky reported that the Connecticut Milk Promotion Board had \$401,821.56 on hand.
3. Old Business:
  - a. Status of 2013 and 2014 contract between the Connecticut Milk Promotion Board and the New England Dairy Promotion Board.
    - i. Jason Bowsza reported on the discussions that have taken place between the two parties and that substantial progress had been made in resolving outstanding issues.
    - ii. Mr. Orr asked that there be a means of measuring deliverables incorporated into the contract. Mr. Wheelock indicated that quantifiable numbers are difficult to provide for programs like this. Mr. Orr asked how progress could be measured. Ms. Nolan offered to review past arrangements that she'd used to define quantifiables. Mr. Miller suggested that simpler is always better, but some metric needed to be included.
    - iii. Lisa Burnett outlined what NEDPB has done over the last 18 months and demonstrated a good grant application and a bad grant application. She stated that 100% of grants would be paid by Connecticut Dairy Farm Families. Massachusetts contributes less, but receives nearly twice the amount in

school-based grants. Ms. Burnett indicated that 100% of Fuel Up to Play 60 funding in Connecticut comes from Connecticut Dairy Farmers.

- iv. Commissioner Reviczky stated simply that NEDPB spends \$ in Connecticut because the consumers are here. This contract and associated programs are paid for with dairy farmer money, and the CTMPB needs to be comfortable with how this is going to go. James Jacquier stressed that Connecticut dairy farmers get their money's worth from NEDPB. He suggested that Massachusetts and their system should not be a model that Connecticut adopts. The relationship between the CTMPB and NEDPB adds value to the state/regional dairy industry. Spending \$1 to get \$3 makes good sense.
  - v. Mr. Miller returned to the theme of "keep it simple" and asked that it be clearly enumerated what's been done by NEDPB, and what they plan to do.
  - vi. Ms. Burnett provided some examples of materials provided to schools.
  - vii. Commissioner Reviczky suggested that Jason Bowsza and Gary Wheelock get together once more to formulate a final proposal.
4. Other Business:
    - a. It was moved by Mr. Stearns, seconded by Mr. Jacquier, to sync the meeting dates between the Milk Promotion Board and the Milk Regulation Board where possible. Motion passed unanimously
  5. The meeting was adjourned at 11:28am