

## **CT Milk Promotional Board Meeting**

**Wednesday August 25, 2010**

The meeting was called to order by Chairman Sterns at 10:05 am. Board members present were Bob Jaquier, Paul Miller, Joe Greenbacker, Jim Sterns, and Peter Orr. In addition, Bob Pellegrino represented DOA Commissioner Prelli.

The **minutes** of the last meeting were read and a motion was made by Joe Greenbacker and seconded by Paul Miller to accept the minutes as read. Motion passed.

**A Presentation** was made by invited guest Mr. Michael Johnson, USDA Administrator for Milk Promotion with regards to the overall charge and responsibilities of qualified milk promotion boards. He reviewed the background and over site of the promotion programs and discussed the five criteria areas for which qualified milk promotion operate under. General questions were asked by Board members and much discussion was held. Mr. Johnson extended an open invitation from USDA to the Board to use their expertise when needed. The Board extended a thank you to Mr. Johnson for his presentation and discussion.

**Under old business**, the bill language which enables the Board to receive and administer funds was passed by the Connecticut General Assembly and signed into law by Governor Rell. In addition, the Connecticut Milk Promotion Board applied to the USDA to become a qualified milk promotion board and a letter was received from USDA dated August 24, 2010 qualifying the CT Milk Promotion Board to be a certified program. A yearly report will be required by the USDA of the Board's activities. Discussion was held regarding the fiscal arrangements on how the Board would receive and dispense the funds by setting up a bank account(s) in the name of the Connecticut Milk Promotion Board and cut checks from this account.

**New business focused** on discussion about program and budget development since all known steps for establishing the Board have been fulfilled.

### **General areas discussed for CT Milk Promotion program/budget development:**

- Fund activities of CT Dairy Council
- CT Milk Promotion Website development and internet presence
- Public relations campaign to leverage media exposure- A possible "CT Dairy – More than Just Milk" was mentioned
- Grassroots efforts
- Partnering with New England Dairy Promotion Board on CT activities
- Partnering with other groups or agencies
- Establish a contingency fund
- Other

**There was general consensus about the next steps to take:**

- A board meeting will be held on September 29, 2010 to specifically develop program and budget areas. In addition to the Board, representatives of the New England Milk Promotion Board and the CT Dairy Council are invited to attend. The reason for this is to get an inventory of ongoing and planned activities of all groups in CT for efficient future planning purposes.
- To call a meeting of Connecticut Dairy Producers to have their input into the plan/budget development in October
- Have a general program plan and budget developed in November.
- Start executing plan early in 2011.

**Next Meeting Date:** September 29, 2010 at 10:00 a.m. DOA conference room

With no further business before the Board, a motion was made by Paul Miller and seconded by Joe Greenbacker to adjourn the meeting. Motion passed at 12:04PM.

Respectfully Submitted

Peter Orr

Vice Chairman

CT Milk Promotional Board