

CT Milk Promotion Board Meeting

Wednesday September 29, 2010

Minutes

The meeting was called to order by Chairman Stearns at 10:21 am. Board members present were Bob Jaquier, Paul Miller, Jim Stearns, Peter Orr and DOA Commissioner Prelli. In attendance at the meeting was Jane Slupecki DOA, Dorothy Jaquier CT Dairy Industry Council Inc, Gary Wheelock, Lisa Hatch and Jenny Karl, NEDPB, Lisa Burnett, NEDFC, Andrew Samuelson, NEDPB Director-CT.

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

A Presentation was made by representatives from the New England Dairy Promotion Board (NEDPB) and the New England Dairy & Food Council (NEDFC) regarding reviewing their 2010 activities and planned 2011 activities in Connecticut. The primary areas covered were concentrated in the following areas:

- The national Child Nutrition & Fitness Initiative, of which the primary component is a schools-focused program called 'Fuel Up to Play 60'. 'Fuel Up to Play 60', is conducted in partnership with the NFL and the action for Healthy Kids Foundation, and in collaboration with the US Department of Agriculture.
- The dairy image program 'Keep Local Farms', which also functions as a quasi-"fair trade" –style initiative.

Much discussion was held regarding these programs and the CT board was very appreciative of the update of the programs. Comments were made as to how the communication of these programs to the CT public could be enhanced with in-state efforts.

Old business discussion focused on program and budget development since all known steps for establishing the Board have been fulfilled. Under the current setup in order to receive funding for CT Milk Promotion Board activities one path would be to request funding from NEDPB since this is where CT milk producer promotion dollars flow to.

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

After discussing the various options described above, the CT Milk Promotion Board decided to concentrate on the following objectives:

- CT Milk Promotion Board website development and implementation. Included in the scope of this are creative, messaging and graphic components.
- Public Relations Campaign to leverage exposure of CT Milk Promotion Board activities and partnered activities.
- To fund ongoing Connecticut activities including the CT Dairy Council.

A motion was made by Paul Miller and seconded by Bob Jaquier to send a letter to NEDPB requesting \$60,000 funding during calendar year 2011 for the CT Milk Promotion Board objectives. The motioned passed and the letter will be sent out in time to be considered at the next NEDPB board meeting.

Next Meeting Date: November 18, 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 Jim Stearns to adjourn the meeting. Motion passed at 1:17PM.

Respectfully Submitted,

Peter Orr

Vice Chairman

CT Milk Promotional Board

