



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

860-713-2507
www.CTGrown.gov

Connecticut Milk Promotion Board

MEETING MINUTES

July 24, 2019

Connecticut Department of Agriculture
450 Columbus Blvd., Floor 2 South
Meeting Room E

Members Present: Commissioner Bryan P. Hurlburt, Joe Greenbacker, Paul Miller, and Jim Stearns
Members Absent: Bob Jacquier and Lucy Nolan
DoAg staff: Rebecca Eddy
Guests: Amanda Freund (on phone), Seth Bahler, Jenny Karl and Amanda Aldred

1. Welcome – Commissioner Hurlburt called the meeting to order at 11:00 AM. Made introductions of members and guests.
2. Review and approval of Special Meeting Minutes for April 30, 2019. Motion made by Mr. Miller. Seconded by Joe Greenbacker to approve the minutes. All in favor. Motion passed.
3. Public Comment – no comment.
4. Financial Report – standing balance is \$647,931.20. Encumbrances of \$200,000 include upcoming payments to NE Dairy Promotion Board. Distributed seven year income trend spreadsheet, including revenue and expenses for review. Discussion ensued regarding distribution of check-off dollars. Mr. Miller inquired if any processors were in arrears and requested follow up with DAS regarding monthly bills and invoicing. He also inquired if there is an administrative fee charged by DAS for maintaining the account. Commissioner Hurlburt discussed compensating Ms. Eddy with a percentage of salary paid by the Milk Promotion Board (MPB) for her time spent on MPB activities and outreach. Mr. Miller made a motion to pay up to 10% of Ms. Eddy's salary as related to activities and outreach benefiting the MPB. Mr. Greenbacker seconded the motion. All in favor. Motion passed.
5. Old Business
 - a. NEDPB Activity Update:
 - i. NEPDB staff provided an update regarding the 2019 school fund, summer meals, 10th Anniversary fundraising gala, farm tours, sustainable nutrition conference, and upcoming photoshoots. Mr. Miller made a motion to reallocate \$22,000 from the CDIC outreach



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- efforts plus an additional \$3,000 to go towards grassroots outreach.
Mr. Greenbacker seconded the motion. All in favor. Motion passed.
- b. Social Media Promotional campaign update
 - i. Ms. Eddy provided a social media and website update, along with an update on sponsorship of Dairy Day at the Hartford Yard Goats on June 9, 2019.
6. New Business
- a. 2020 NEDPB Proposed Contract
 - i. NEDPB staff went through the proposed 2020 contract. Members and guests discussed the proposed programs, budgets and deliverables at length. Additional options for consumer outreach were also discussed, including a radio marketing campaign and leased vehicle for transport of mechanical cow to events.
Mr. Greenbacker made a motion to approve the proposed budget request of up to \$336,400 with the option to adjust activities as deemed necessary by the board. Mr. Stearns seconded the motion. All in favor. Motion passed.
 - b. Branded Apparel
 - i. Commissioner Hurlburt suggested investing in branded polo shirts and hats to provided identification of board members and volunteers at consumer outreach events. Mr. Miller made a motion to allocate up to \$2,500 to purchase Connecticut Dairy branded hats, shirts and name tags. Mr. Greenbacker seconded the motion. All in favor. Motion passed.
7. Next Meeting – October 23, 2019 at 10:30 AM.
8. Adjournment – Mr. Greenbacker motioned to adjourn the meeting. Jim Stearns seconded. All in favor. The meeting adjourned at 1:41 PM.

Respectfully submitted by Rebecca Eddy, AMIR 1, May 3, 2019