



Connecticut Milk Promotion Board

State of Connecticut
Department of Agriculture
REGULAR MEETING MINUTES

January 18, 2023

1:00 PM

Via WebEx

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Members Present: Commissioner Hurlburt, Seth Bahler, Jon Hermonot, Sandy Boardman, Arthur Spielman, Dr. Michael Puglisi, Paul Miller

Members Absent:

DoAg Staff: Ally Hughes, Lindsay Raymond

Guests: Kies Orr-LaVack, Heidi Harkopf, Michael DeAngelis, Amanda Aldred, Jennifer Schenkel, Wilson Camelo, Vanessa Alarcon, Mercedes Sanchez, Lisa Robinson

1. Welcome and Call to Order by Chairman Bahler at 1:06 PM
2. Review and approval of Regular Meeting Minutes for October 19, 2022. Motion to approve by Jon Hermonot, seconded by Art Spielman. All in favor, motion carried.
3. No comments from the public.
4. Financial Report/Budget Update provided by Ally Hughes. Sandy Boardman asked what the promotional item budget has purchased to date. Ally Hughes shared that squishy cows, winter hats, t-shirts, and hot/cold packs have been purchased. Motion to accept the financial report/budget update by Dr. Puglisi, seconded by Jon Hermonot. All in favor, motion carried.
5. Updates on the FY 2023 Contract Activity
 - Camelo Communications, Media Marketing update was provided.
 - New England Dairy, Consumer Nutrition Education, mid-point update was provided.
 - New England Dairy, Farmer Engagement, mid-point update was provided.
 - Brief update from New England Dairy on UDIA/DMI efforts.
6. New Business
 - Action on request for reallocation of funds from New England Dairy for Consumer Nutrition and Education contract for \$3,887. New England Dairy gave a brief recap of request to the Board. Paul Miller motioned to approve the reallocation request and was seconded by Jon Hermonot. Discussion ensued. Lindsay Raymond joined the meeting to discuss the process of doing a contract amendment versus reallocation. Sandy Boardman motioned to reallocate the funds between lines to cover the cost of the cooler, additionally the Board will cover an event no more than \$3,887, seconded by Art Spielman. All in favor, motion carried.
 - Action on Consumer Nutrition and Education mid-point report and invoices. Jon Hermonot made a motion to approve and pay the invoice in the amount of \$75,720.74, seconded by Art Spielman. All in favor, motion carried.
 - Action on Farmer Engagement mid-point report and invoices. Jon Hermonot made a

motion to approve and pay the invoice in the amount of \$21,555.00, seconded by Dr. Puglisi. All in favor, motion carried.

7. Old Business

- Ally Hughes provided an update on filling Paul Millers' appointment. Kies Orr-LaVack has submitted her resume and a letter of recommendation has been written and provided to the appointing authority.
- Discussion on FY 2024 Funding Priorities/Allocations. Motion to adjourn to executive session by Paul Miller, seconded by Commissioner. Motion to adjourn executive session by Paul Miller, seconded by Sandy Boardman. Sandy Boardman motioned to allocate \$260,000 to consumer nutrition and education for two years, \$260,000 for media, and \$140,000 for farmer engagement, seconded by Paul Miller. Commissioner Hurlburt added that for clarification that these amounts are each amount will be split equally for two years in a two-year contract. Sandy Boardman confirmed. All in favor, motion carried.

8. Paul Miller motioned to adjourn, seconded by Art Spielman. All in favor, meeting adjourned at 3:16 pm.

Respectfully submitted by Ally Hughes, AMIR I, on January 23, 2023.