

Milk Promotion Board - Minutes September 1, 2011

Commissioner Steven Reviczky, Peter Orr, Paul Miller, Bobby Jacquier, Lucy Nolan, Joe Greenbacker
Guests: Bob Pellegrino, Gary Wheelock, Amanda Alfred, Jan Spallone, Jenny Karl, Dottie Jacquier

Meeting called to order by vice-chair Peter Orr, Chair Jim Sterns sent his regrets.

Meeting called to order at 10:12

Acceptance of minutes

Joe Greenbacker moved acceptance

Bobby Jacquier seconded

All aye - accepted

Paul Miller gave the Treasurer's report

Bobby Jacquier moved to accept

Lucy Nolan second

Paul Miller abstain - accepted

Commissioner report

Bill signing for milk promotion board funding bill (CT dairy funds officially flow to our board). We are a qualified program Gary Wheelock offered that Barbara McDermott at the New England Dairy can help with setting up process. They will make it easy to make smooth transition with the coops.

Discussion with New England Dairy:

Gary Wheelock presented with the intention to keep us up to date.

Amanda Aldred and Jenny Karl presented – PowerPoint on the programs

Fuel up to Play

Local farms

Gary Wheelock, Jan Spallone and Jenny Karl presented on Keep Local Farms Local

Gary drafting their budget hopeful that we will support them on a continued funding for 2012 basis in the same way we did in 2011

CT Dairy Industry Council - Dottie Jacquier

The CT Dairy Council request funds and the board chose to take up the requests at this time. Some highlights of the request

- Budget given out
- Big e and other fairs and Ag day - raffle baskets and have to mail to people who get them
- Request for \$9,000

Joe Greenbacker move Bobby Jacquier second no discussion

Affirmed with no nays

Treasurer asked that the budget be brought before the board before the end of year

Budget discussion

We need to develop a budget for the promotion board

What is the timetable on funds?

Hurdle is to get the funds into the cooperatives to get the money

Law takes effect October 1 – New England Dairy will help us front load this. The Department of Agriculture business office can help the Board with this.

We currently have about \$50,000 now.

New England Dairy gave us \$60,000 for this year - if they don't receive the funds for last quarter of year they will have a significant shortfall in their budget as the money is in their 2011 budget. The 2012 budget has not been developed yet and there is some flexibility

Peter Orr read a note from Chair Jim Stearns that asked:

- that the Board fund CT Dairy Council
- Continue the flow for the NE dairy for the rest of the year - make new budget
- The web page be funded by 2011 and take into account 2012 CT Industry council, funding for admin cost, and web maintaining - overall budget of 30k

The Board budgeted

- \$60,000 for the website and \$30,000 for marketing
- Administration purposes \$2,000 maintenance of records and meeting costs
- CT Dairy Council about the same and buy a couple new milk shake machines at @ 7000 - 9000 plus 6000 =16,000 to us for funding
 - Dottie will get prices and send us a budget

Administrative cost -

Web page - getting it up and getting it together -15k

33k for the total

How much money will come in @ 360k for this year. But 350k is the usual

Joe Greenbacker said that there is some flexibility for us for 2011 and any additional money would go to the New England Dairy Council.

In 2012 send 25k a month to NE dairy and that would allow us to have a cash reserve

Gary Wheelock responded that Vermont has their budget and contingency fund and gives everything else to New England Dairy Council.

There is a \$350,000 budget for 2012

- Motion by Joe Greenbacker Bobby Jacquier second a motion that 15 percent of the funds will reside in the state and 85 percent will flow to New England Dairy Promotion Board (changed from \$50,000 will be retained by the CT Milk Promotion Board and send the remainder to the New England Dairy Council.)

Discussion:

- Questions as to how will the money be paid? State check or through the treasurer? Wire transfer?
- Peter need to figure out how to track it and send it out.

Motion carries

Planning -

- Website - get going on that
- Set meeting for website proposals on what people can do and costs proposals with up keep
- Tentative meeting - October 13
- New business- Dottie suggest that our board members get paid mileage
 - Comment taken under consideration and brought up next week

November 8 and 9 to annual meeting of New England Dairy Council meeting Essex hotel in Essex, Vt
Gary sending out invites to all board members

Motion to adjourn Joe Greenbacker second by Paul Miller at 12:19 - all in favor

Respectfully Submitted: Lucy Nolan, Secretary

Accepted 12/15/2011