

CHRISTMAS TREE PROMOTION BOARD TELECONFERENCE BOARD MEETING

January 9, 2019

MINUTES

Welcome and Roll Call: The meeting was called to order at 11:02 a.m. Eastern time by Chairperson, Jim Rockis.

Board Members in Attendance: Paul Battaglia, Roger Beyer, Bob Schaefer, Mark Schmidlin, Mark Steelhammer, Rex Korson, Beth Walterscheidt, Jim Corliss, Gary Westlake, Della Deal, James Rockis.
Unavailable: Chris Maciborski

USDA Representative in Attendance: Vickie Carpenter and Andrea Ricci

Staff in Attendance: Marsha Gray, Cynthia Alexander and Jenny Tomaszewski

Guest(s) in Attendance: Frans Kok and Jim Heater

New Board Members – Jim Rockis welcomed the three new board members:

Bob Schaefer, Western Region

Mark Schmidlin, Western Region

Gary R. Westlake Sr., Eastern Region

Agenda - It was MOVED and SECONDED to approve the agenda as presented. MOTION APPROVED.

Meeting Minutes - It was MOVED and SECONDED to approve the October 2, 2018 meeting minutes as presented. MOTION APPROVED.

New Business:

Nominating Committee:

Jim Rockis reported that Chris Maciborski has been appointed to be the chair the Nominating Committee. At board meeting in February board will be selecting new committee chairs. If a person wishes to be selected for a specific chair, please let Marsha Gray, Jim Rockis or Chris Maciborski know.

Committee Reports:

Finance: Paul Battaglia reported on the following:

- All bills have been paid in full.
- Cash balance is remaining in the bank account at the end of the season.
- Books must be audited at the end of each year – they are in the auditor's office currently.
- Marsha Gray mentioned that the audit will be completed and presented in full at the February meeting.

Promotion Committee: Rex Korson reported that he was very happy with how the campaign pulled together this year.

- Mr. Korson gave a recap of the 2018 campaign.
- Concept Farm is working to put together a summary video of the campaign.
- Concept Farm is also working on a post campaign tracking study.
- The summary videos will be shared at the State Association meetings in the next few months.

Research: Della Deal spoke on the 2018/2019 Christmas tree research projects.

- Top seven proposals recommended for funding – see attachment.

- Emergency research funding on Spotted Lanternfly – see attachment.
- 5 research proposals will be held for future consideration.
- Research Committee is requesting 231,821.00 in funding for these seven projects.
- Vickie Carpenter, USDA representative, stated that a budget amendment will have to be submitted if the budget goes over the original set amount for research.
- Board members asked questions regarding the recommended research proposals and mentioned other possible future issues.

It was MOVED and SECONDED to approve the funding for the packet submitted by the research committee and to allocate funds from the research reserve account to cover the balance over the \$200,000 research budget. MOTION APPROVED.

Industry Relations: Mark Steelhammer reported they are reaching out to State Associations to schedule a presentation time at their annual meeting.

- Marsha reported that the CTPB sends out an e-newsletter every two weeks from September – December and periodically as industry updates are needed.
- A self-mailer was sent the beginning of December to all industry members with an update on the campaign.
- Marsha and a few other board members are on the agenda for all State Association meetings.
- All board members will receive the summary video from Concept Farms for them to share.
- The industry webinar series hosted by MSU does reflect a lot of the research projects that the CTPB researchers have been working on.

Governance: Rex Korson mentioned they are working on the Policy Book so that it complies with USDA guidelines.

Marsha Gray has been working with the USDA actively for the last few months. February 1st every board member will receive a copy of “proposed policies”. These policies will be discussed at the February meeting and considered for adoption.

Management Staff Updates: Marsha Gray reported that 2018 assessment forms were sent in December 2018 to all the known payers.

Gray mentioned that all payments to the CTPB are sent directly to the bank. Once at the bank, they are placed in a lockbox where someone from the bank will scan the check and form(s). The information is then put into a PDF to be viewed and recorded on the CTPB side.

Collection Update:

Jenny Tomaszewski reported that 317 farmers have paid as of January 8, 2019 totaling \$197,496.68. A back collection of farmers who didn’t pay their collection fee in 2017 was conducted. As of January 8, 2019, 41 farmers have paid totaling \$75,846.55.

Management Review:

Marsha Gray reported that Vickie Carpenter and Tarun Harit from the USDA went to Gray’s house to complete the management review.

Every three years a program is required by the USDA to have a management review. An official report has not been released yet.

USDA:

Referendum Update: Vickie Carpenter reported that she is working on getting documentation together. Referendum vote tentatively scheduled for April 15th – May 10th. Working on getting everything together before she goes on maternity leave on January 18th.

- Ballots will be mailed to all payers. USDA will get a new mailing list from CTPB.

- The question was raised about non-payers, if they can vote and if they must request a ballot from USDA? Mrs. Carpenter's response, non-payers will have to request a ballot – they will not automatically receive one in the mail.
- Dates are not set in stone, waiting for confirmation.

Announcements:

- Jim Heater asked Vickie Carpenter, how does USDA know if the ballot is coming from a Christmas tree grower. Response: Ms. Carpenter tabled the question. They are still working on the process how they will determine this information.
- Another question was raised about the policy that they used last year for non-payers. Ms. Carpenter responded that the policy was internal.
- Frans Kok had a question for Ms. Carpenter about the dates of the referendum, Mr. Kok stated that last year it was the entire month of May and wanted clarification.
- Mr. Kok mentioned that he sent an email with suggested motions that he would like to see. Jim Rockis requested he give him a little more time to review them.
- Mr. Kok asked Marsha Gray to send a copy of the monthly financials.

Next Meeting will be held February 19-20 in Washington DC:

Meeting will begin on Tuesday, February 19th at 8:00 a.m.

Presentations that will take place: Audit presentation, USDA presentation, Fleishman Hillard and Concept Farm presentations.

Jenny Tomaszewski will be reaching out to get the dates that are needed for board members' hotel stay.

Adjourn – It was MOVED and SECONDED to adjourn. MOTION APPROVED.

Respectfully Submitted,

Beth Walterscheidt
Secretary

att

RESEARCH COMMITTEE REPORT:

FY 2018/2019 Christmas Tree Research Grant Proposal Review

Proposals recommended for funding:

Enhanced establishment and growth of bare-root transplants through the use of controlled-release fertilizers, Richard Cowles; Connecticut Agricultural Experiment Station	\$ 1,000.00	1/1/2019	7/31/2019
Management options for herbicide resistant weeds in Christmas tree production, Joseph Neal; North Carolina State University	\$ 41,629.00	1/1/2019	7/31/2019
Effectiveness of preharvest application of 1-MCP in reducing needle loss on cut Christmas trees, Gary Chastagner; Washington State University	\$ 15,980.00	1/1/2019	7/31/2019
Susceptibility of Trojan fir to Phytophthora root rot, Gary Chastagner; Washington State University	\$ 26,040.00	1/1/2019	7/31/2019
Managing cone formation in Abies Christmas tree species, Bert Cregg; Michigan State University	\$ 21,938.00	1/1/2019	7/31/2019
Evaluation of Nordmann Fir (Abies nordmanniana) Seed Sources for U.S. Christmas Tree Production, Chal Landgren Agricultural Research Foundation Oregon State University	\$ 76,839.00	1/1/2019	7/31/2019
Twig Weevil- A small poorly understood pest inflicting havoc in the PNW export markets, Gary Chastagner; Washington State University	\$ 48,395.00	1/1/2019	7/31/2019
	\$ 231,821		

EMERGENCY RESEARCH FUNDING REQUEST

Project Title

Spotted Lanternfly: A new exotic pest threatening the mid-Atlantic Christmas tree market

Name of Organization

Penn State University

Project Lead

Rick Bates in collaboration with PSU entomologist Heather Leach

Project Duration

January 1, 2019 – December 30, 2019

Requested Funding

\$4,300

RESEARCH COMMITTEE REPORT CONT'D

FY 2018/2019

Annual Budgeted Amount for Research	\$200,000
Reserve Funding for Research	\$177,000
CoFirGE Project 2018/2019	(\$ 20,000)
Recommended Proposal Total	(\$231,821)
Remaining Reserve Funding for Research	\$125,179