

CHRISTMAS TREE PROMOTION BOARD TELECONFERENCE BOARD MEETING

April 11, 2019

MINUTES

Welcome and Roll Call and Introductions: The meeting was called to order at 11:05 a.m. Eastern time by Chairperson, Rex Korson.

Board Members in Attendance: Paul Battaglia, Roger Beyer, Mark Schmidlin, Mark Steelhammer, Rex Korson, Jim Corliss, Gary Westlake, James Rockis, Beth Walterscheidt and Bob Schaefer

Unavailable: Della Deal and Chris Maciborski

USDA Representative in Attendance: Vickie Carpenter

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

Guest(s) in Attendance: Frans Kok

Agenda:

No new items were added to the agenda. It was **MOVED** and **SECONDED** to approve the agenda as presented.

MOTION APPROVED.

Meeting Minutes:

It was **MOVED** and **SECONDED** to approve the March 14, 2019 meeting minutes as presented. **MOTION APPROVED.**

Committee Reports:

- **Finance:** Roger Beyer reported,
 - Mr. Beyer briefly reviewed the March 2019 Financial Statements.
 - As of April 10, 2019, \$1,550,899.14 has been collected for the 2018 harvest assessments.
 - Marsha Gray shared the revised assessment collection report.
 - Mr. Beyer reviewed the 2019-2020 budget recommendation packet developed by the Finance Committee.

It was **MOVED** and **SECONDED** to approve the 2019-2020 budget as it was presented. **MOTION APPROVED.**

- **Promotion:** Paul Battaglia reported:
 - The committee has been assembled and first teleconference is scheduled for April 18th. They will review the different components from last year and provide suggestions for the coming year.
 - Paul Battaglia, Marsha Gray, Concept Farm and Fleishman Hillard have an in-person pre-season planning meeting scheduled for the beginning of May.
 - Mr. Battaglia requested a budget increase of \$43,000 for the Promotion Committee for the planning work for the 2019 campaign. \$41,000 for pre-season fees for Concept Farms and Fleishman Hillard. The additional funds will be for travel costs for Mr. Battaglia and Ms. Gray.

It was **MOVED** and **SECONDED** to approve \$43,000 of additional funding for the promotion committee's 2018-2019 budget to allow for campaign planning expenses. **MOTION APPROVED.**

- **Research:** Cyndi Alexander reported,
 - Research committee has completed various contracts for the 2018-2019 fiscal year, research is underway.
 - Request for Proposals for the upcoming 2019-2020 fiscal year will be issued by the beginning of May.
 - The research committee hopes to have proposals reviewed and projects selected before July 31st.
 - Seven new members have joined the research committee – all from different regions.

- **Industry Relations:** Gary Westlake reported,
 - Two post cards were created and mailed to growers.
 - The annual report summary is set to be mailed within the next few days.
 - Updates to the website have begun - Marsha Gray stated we will once again use NetStride to redesign the site.
 - Ms. Gray requested that board members take a look at www.christmastreepromotionboard.net and let her know of any changes/additions they would like to see made.

- **Governance:** Beth Walterscheidt reported,
 - Three board positions are open for nominations, one in each region: Western, Central and Eastern.
 - Interested individuals can be nominated by a state or regional association. Nominations need to be submitted by the first of June. Ballots are due back by July 15, 2019.
 - The beginning of August, all nominees will be sent to the Secretary of Agriculture, who will select a nominee for each position.
 - Ms. Walterscheidt mentioned they are waiting for final approval from USDA for the Policy Book.

Management Staff Updates:

- A. Collections Update:** was covered under the financial portion of the meeting.

USDA: Vickie Carpenter reported,

- A. Referendum Update:** The USDA intends to mail the ballots for the upcoming referendum on Monday, April 15, 2019.
- B. Policy Book Approval Status:** The policy book was sent upstairs for approval.

Announcements: Meeting guest asked two brief questions. There were no additional announcements.

Next Meeting:

No official meeting date was set. Chairman, Rex Korson will let the board know in advance when the next meeting will be scheduled.

Adjourn:

It was **MOVED** and **SECONDED** to adjourn. **MOTION APPROVED.**

Respectfully Submitted,

Bob Schaefer
Secretary