

CHRISTMAS TREE PROMOTION BOARD TELECONFERENCE BOARD MEETING

August 21, 2018

MINUTES

Welcome and Roll call – Meeting was called to order at 11:02 am Eastern by Chairperson, Jim Rockis. Board members in attendance: Roger Beyer, Rex Korson, Della Deal, Jim Rockis, Mark Steelhammer, Paul Battaglia, Beth Walterscheidt, Jim Heater, Jim Corliss, Bentley Curry, Chris Maciborski and Betty Malone. USDA Representative in attendance: Vickie Carpenter. Staff in attendance: Marsha Gray.

Additional agenda items – Capitol Christmas Tree proposal was added to the Promotion Committee report.

Meeting Minutes - It was MOVED and SECONDED to approve the July 26, 2018 meeting minutes as presented. MOTION APPROVED. It was MOVED and SECONDED to approve the August 14, 2018 meeting minutes as presented. MOTION APPROVED

New Business

Interim Exec Director Update – Marsha Gray provided a brief update on management transition. She will continue to provide periodic updates to the board via email. CTPB telephone was terminated. Gray is working with Tim O'Connor to get the phone number re-installed. Gray will have a contract proposal to the board later this week for their consideration. If approved, Gray requested that the first monthly payment (September 2018) be made in two installments: 50% on September 15 and 50% at the end of the month. All future payments would be made at the end of the month.

Tim O'Connor and Associates Final Payment – Betty Malone reported that Alex Menendez, HR specialist with Watkinson Miller, offered his opinion that CTPB has no financial obligation to Tim O'Connor and Associates beyond the monthly payment for August 2018. Marsha Gray confirmed that O'Connor signed the 30 day agreement for August 2018 and that he received the notice of non-renewal letter signed by Jim Rockis. It was recommended that the final payment (August 31) to O'Connor not be sent until everything is turned in to Gray Management LLC

Committee Reports

Promotion – Rex Korson reported that the Promotion Committee is moving forward. The internal team met with our agency partners on August 9 to review the new consumer research and discussed how it should influence campaign messaging. Both agencies were directed to have their top line recommendations and budgets to our team by August 24. With Tim O'Connor's departure, Korson has asked Chris Maciborski to join the internal team as an extra set of eyes on proposed campaign components and he has agreed. Once the internal team has reviewed the proposals, it will be shared with the promotion committee for their input and then on to the full board for final approval. Korson commented that we are behind last year's pace on the campaign, however he has full confidence that we can commit to a strict calendar and be ready in plenty of time. Korson also reported that he had the opportunity to speak with both agencies after the management change last week and they were excited to begin the campaign. Marsha Gray will serve as the point person for the internal team.

Board directed Marsha Gray to share information regarding the Capitol Christmas Tree project, presented by Roger Beyer. The Board also wanted to share this information with the agencies to see if it was something worth pursuing for a portion of the campaign and also to get their ideas.

There was general discussion regarding outreach to growers particularly in the Pacific Northwest. The Capitol Christmas Tree project will be discussed at the next CTPB Board conference call.

Finance— Paul Battaglia reported that the transfer of banking and financial documents is moving forward. Battaglia contacted the bank immediately after the August 14 meeting and Tim O'Connor was removed from all account access. The bank is sending paperwork for new signature cards. New cards will include Battaglia and Marsha Gray. Battaglia recommended adding a third name (Mark Arkills has now been removed.) It was MOVED and SECONDED to designate the chairman of the CTPB as the third signer on all CTPB accounts. MOTION APPROVED. Jim Rockis will be added to the signature card. Battaglia discussed pros and cons of having dual signature checks. Policy book currently calls for two signatures and no change was recommended at this time.

Battaglia reported that the 2018-18 fiscal year budget was approved by USDA.

Research – Della Deal reported that she is making personal phone calls to growers from different regions to get their input on research priorities and possible projects. She will begin some calls to grower in the Pacific Northwest with guidance by Western board members.

Industry Relations – Betty Malone reported that Jim Rockis and Marsha Gray continue to attend state meetings. Rex Korson to attend meeting in Vermont-New Hampshire and he will join Gray for the PNW meeting in Portland. Rockis to attend meeting in Nova Scotia. Malone reports positive comments on the appointment of Marsha Gray as interim executive director.

Governance – No report

Unfinished Business

Voice of the Industry Proposal from NCTA – It was MOVED and SECONDED to approve the proposal from NCTA to fund the Voice of the Industry in 2018. MOTION APPROVED.

AMS-APGES – Educational Showcase – Marsha Gray reported that she had secured the booth for the conference in DC. She will attend and Jim Rockis is also planning to attend. Gray estimated the total cost for the event at \$4,500. Jim Rockis asked if any other board members were interested in attending.

USDA – Vickie Carpenter asked for confirmation that Tim O'Connor had received the signed 30 day final contract. Marsha Gray confirmed that he had. No additional report.

Announcements and Comments – Beth Walterscheidt inquired about the email that Tim O'Conner briefly referenced on last week's call. Marsha Gray indicated that it was likely an email from USDA refusing to provide feedback on referendum vote outcome by state. Gray will confirm and follow up.

Next Call – Next call was scheduled for 11 am eastern on Friday, August 31, 2018 to consider and approve management contract for Marsha Gray.

Adjourn – It was MOVED and SECONDED to adjourn. Motion approved.

Respectfully Submitted,

Beth Walterscheidt
Secretary

