

CHRISTMAS TREE PROMOTION BOARD SPECIAL TELECONFERENCE BOARD MEETING

Tuesday, October 15, 2019

MINUTES

Welcome and Roll Call: The meeting was called to order at 11:01 a.m. Eastern time by Chairperson, Rex Korson. Korson thanked the board members for attending this special meeting, called in order to address an issue that required a time sensitive issue.

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

Board Members Not in Attendance: Chris Maciborski

USDA Representative in Attendance: Sue Coleman

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

Guest(s) in Attendance: no guests

Agenda: It was **MOVED** by Beth Walterscheidt and **SECONDED** by Paul Battaglia to approve the agenda as presented. **MOTION APPROVED.**

Promotion Committee:

Marsha Gray reviewed the proposal to fund "How Does it Grow" segment on True Food TV for 2020 promotion campaign. Pricing and Workflow document was provided to board in advance of the call.

- Sharing this information to the board over the past few weeks with examples of "How Does it Grow" segments on YouTube videos along with PowerPoint examples.
- Very successful with the videos they produce. They provide great treatment to agricultural commodities. Up until this point, it has been all been food. They are currently working with their first non-food commodity and they are very interested in telling the Christmas tree story.
- This will be released in the Fall of 2020, however, to include harvest footage, they will need to begin shooting next month in November.
- As a reminder, the CTPB is not allowed to approve a contract or make an agreement that would fall into the next fiscal year, so this board would need to approve a budget amendment to undertake this project.
- Sue Coleman, USDA representative, has already spoken with the producers to go over the CTPB guidelines.

Promotion Committee Chair, Paul Battaglia and CTPB Chair, Rex Korson shared their thought on the project and entertained board discussion on the proposal.

It was **MOVED** by Bob Schaefer and **SECONDED** by Beth Walterscheidt to transfer \$70,000 of the Reserve Funds for Future Projects into the current fiscal year promotion budget in order to secure this agreement with True Food TV.

Roger Beyer asked several questions regarding the current Promotion Committee budget and activities to determine if there are any available funds in current budget for this project. Staff confirmed that the Promotion Committee budget has been committed.

The board has the option of reducing the 2020-2021 Promotion Committee budget by \$70,000 and replenishing the Reserve Funds for Future Projects if they choose to do so when preparing the 2020-2021 budget.

There was discussion on the proposal.

MOTION APPROVED on roll call vote.

Announcements:

Marsha Gray provided a short update on the promotional items and indicated that she will send a detailed update with the various ongoing projects to the board:

- Ms. Gray shared that the location for the satellite tour will take place in Florida on a retail lot.
- Concept Farms will be filming their “man on the street” video this Saturday, October 19th. Asking individuals various questions about traditions.
- Concept Farms have narrowed down where they were will be filming retail families at a retail lot in Detroit, Michigan, Ann Arbor, Michigan and Austin, Texas.

Next Meeting:

Chairman, Rex Korson did not schedule another meeting with harvest season approaching.

Adjourn:

It was **MOVED** by Roger Beyer and **SECONDED** by Della Deal to adjourn the meeting at 12:13 p.m. Eastern time.
MOTION APPROVED.

Respectfully Submitted,

Bob Schaefer
Secretary