

CHRISTMAS TREE PROMOTION BOARD

Board Meeting

October 30th, 2020

Via Video Conference

Welcome and Roll Call: The meeting was called to order at 11:01 a.m. Eastern time by Chairman, Beth Walterscheidt.

Board Members in Attendance: Paul Battaglia, Beth Walterscheidt, Mark Schmidlin, Derek Ahl, William Brawley, Jim Corliss, Gary Westlake, Bob Schaefer, and Della Deal

Board Members Not in Attendance: Chris Maciborski, Roger Beyer, Charles Fowler

USDA Representative(s) in Attendance: Sue Coleman

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

Guest(s) in Attendance: Jeff De Lyser, and Jenny Saechao

Presentation of 2019-20 Fiscal Year Audit – Jeff De Lyser and Jenny Saechao with Propp, Christensen, Caniglia, LLP reviewed the audit prepared by their firm for the CTPB 2019-2020 fiscal year audit. The auditor provided a clean opinion with no issues to report.

It was **MOVED** by Mark Schmidlin and **SECONDED** by Paul Battaglia to accept the audit as it was presented. **MOTION APPROVED.**

Guests Jeff DeLyser and Jenny Saechao left the meeting.

Management Staff Update: Marsha Gray reported

- Electronic reporting and payments – Gray shared that this reporting service will be more advanced and costly to set-up than initially thought. Gray has been speaking with the Soft Wood Lumber Board as they are working to put together a similar system.
- Campaign Updates:
 - Gray encouraged the Board to check out the updated website (www.itschristmaskeepitreal.com) as it is displaying the new tree species guide and retail locator. The locator is not complete, hoping to have individual registrations showing soon.
 - The CTPB paid for an e-blast with 22,000 Garden Centers around the U.S., encouraging them to register for the locator.
 - The “How Does it Grow” segment is almost complete – the harvest segment is the last portion to be filmed, which will take place next week. The completed segment is set to air the week of Thanksgiving.
 - “Dad How Do I” will be filming next weekend. This segment is set to air around November 16th.
 - City Mom’s Collective (blogging influencers) - all promotion pieces have been written and are in the process of getting reviewed. These pieces will be released before Thanksgiving.
 - The first Press Release went out on Monday, October 26th, and the second Press Release is scheduled for November 11th.
 - Gary Westlake suggested reaching out to the State Landscape and Nursery Associations to get the Garden Centers to register for the locator.
 - Bill Brawley shared the project with Chuck Toombs at Oregon State University is moving forward.

Adjourn:

It was **MOVED** by Bill Brawley and **SECONDED** by Bob Schaefer to adjourn the meeting. **MOTION APPROVED.**

Beth Walterscheidt adjourned the meeting at 11:32 p.m. Eastern time.

Respectfully Submitted,

Bob Schaefer
Secretary