

CHRISTMAS TREE PROMOTION BOARD

Board Meeting

April 1, 2021

Via Video Conference

Welcome and Roll Call: The meeting was called to order at 10:01 a.m. Eastern time by Chairman Roger Beyer.

Board Members in Attendance: Mark Schmidlin, Derek Ahl, Gary Westlake, Charles Fowler, Jane Neubauer, Renee Campbell, Chuck Berry, Bob Schaefer, Mike Cocco, Roger Beyer, Bill Brawley, and Larry Downey

USDA Representative(s) in Attendance: Sue Coleman and George Webster

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

Guest(s) in Attendance: No Guests

Agenda:

It was **MOVED** by Chuck Berry and **SECONDED** by Mark Schmidlin to approve the Agenda as presented.

MOTION APPROVED.

Proposal:

Roger Beyer and Marsha Gray met with USDA representative Sue Coleman to discuss a USDA and US Customs proposal. US Customs has agreed to open their computer system to add three programs, Pecans, Paper and Packaging, and Christmas Trees, to their assessment collection program. USDA is proposing that the Christmas Tree Promotion Board invest \$100,000, a one-time charge, with an additional \$12,000 annual maintenance fee for the first four years, after which there is no annual fee. US Customs has agreed that the system would be ready for making collections by October 2021. This offer is contingent on Pecans also agreeing to the proposal. The USDA has requested a decision by CTPB within 24-hours.

- Sue Coleman shared that the AMS division of USDA has a team member who works directly with US Customs.
- The Board discussed the proposal at length, inquiring about the process of shipping trees from Canada to the United States and the current US Customs computer system.
- Larry Downey provided the Board a step-by-step process in shipping trees from Canada into the United States, stating that the Customs paperwork is all completed online and the product is classified through a US Customs Broker.
- Chairman, Roger Beyer, called on individual members of the Board to see if members were interested in pursuing the proposal. Mike Coco and Jane Neubauer were excused from the meeting.

It was **MOVED** by Derek Ahl and **SECONDED** by Bill Brawley to direct Staff to negotiate the price to \$70,000 over five years with insurances that no additional fees would be applied when the new computer system is implemented.

Discussion: Compliance Committee could cover the cost if the \$70,000 is divided between five years.

MOTION APPROVED 7-3 Gary Westlake, Bob Schaefer, and Larry Downey voting no.

Meeting Schedule

- The next Board Meeting will be held on April 15, 2021, at 11:00 a.m. Eastern time.

Adjourn:

It was **MOVED** by Charles Fowler and **SECONDED** by Chuck Berry to adjourn the meeting. **MOTION APPROVED.**

Chairman Roger Beyer adjourned the meeting at 11:10 a.m. Eastern time.

Respectfully Submitted,

Gary Westlake
Secretary