

## CHRISTMAS TREE PROMOTION BOARD

### Board Meeting

April 7th, 2022

Via Video Conference

**Welcome and Roll Call:** The meeting was called to order at 11:00 a.m. Eastern time by Chairman, Roger Beyer.

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

**Board Members not in Attendance:** Mike Cocco and Renee Beutell

**USDA Representative(s) in Attendance:** Sue Coleman and Greg Breasher

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

**Guest(s) in Attendance:** Frans Kok

#### Agenda:

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

**MOTION APPROVED.**

#### Meeting Minutes:

It was **MOVED** by Chuck Berry and **SECONDED** by Charles Fowler to approve March 17, 2022, Board meeting minutes as presented. **MOTION APPROVED.**

#### Presentation of the 2022-23 Proposed budget:

Bob Schaefer and Marsha Gray provided an overview of the 2022-2023 Fiscal Year Budget as recommended by the Finance Committee. Gray mentioned that the Board had previously approved up to \$70,000 to have the U.S. Customs collection at the border for importer assessments. When USDA invoices the Board, the funds will be distributed out of the "Future Project Reserve" line item.

It was **MOVED** by Derek Ahl and **SECONDED** by Bill Brawley to approve the 2022-2023 Fiscal Year Budget as presented. **MOTION APPROVED.**

#### Recommendation to approve Consumer Survey Proposal:

Bill Brawley provided an overview of the consumer survey. This year, the cost to complete the survey is \$35,000, increasing \$3,000 from last year. At this time, the Promotion Committee is not recommending the use of focus groups or discussion boards.

It was **MOVED** by Gary Westlake and **SECONDED** by Derek Ahl to approve the Consumer Survey Proposal as presented. **MOTION APPROVED.**

Chairman, Roger Beyer, called the Board into an Executive Session at 11:13 a.m. Eastern time. The purpose of the closed session is to discuss a marketing strategy recommendation.

Chairman, Roger Beyer, adjourned the Executive Session at 11:29 a.m. Eastern time. During the closed session, the Board decided to implement a market strategy that will be made public once a roll-out plan is developed and implemented.

**New Business** – There was no new business to come before the board.

#### For the Good of the Order /Announcements:

- Frans Kok inquired about the status of the revised Order. Marsha Gray shared the Governance Committee has requested a meeting with USDA to have them review the recommended Order changes and provide their feedback. Kok shared he would like to be made aware when the Order is open for public comment.

- Frans Kok mentioned that Kurt Gerner brought up the auditing process at the March 17, 2022, Board meeting. Kok inquired if any progress had been made regarding a compliance policy for the CTPB. Marsha Gray shared that she has reached out to two other organizations, and they have shared their approved USDA compliance policies. Marsha Gray and Sue Coleman have been working together to create a policy for the CTPB.
- Bob Schaefer inquired about the best location to fly into for the June 24, 2022, in-person meeting. Marsha Gray recommended Burlington, VT. The staff is currently working to reserve hotel and conference space for that meeting.

**Meeting Schedule:**

The next Board meeting will be held on Thursday, April 21, 2022, at 11:00 a.m. Eastern.

**Adjourn:**

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

Chairman Roger Beyer adjourned the meeting at 11:40 a.m. Eastern time.

Respectfully Submitted,

Gary Westlake  
Secretary