

## CHRISTMAS TREE PROMOTION BOARD

### Board Meeting

May 31, 2022

Via Video Conference

**Welcome and Roll Call:** The meeting was called to order at 10:30 a.m. Eastern time by Chairman, Roger Beyer.

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

**Board Members not in Attendance:** Renee Beutell

**USDA Representative(s) in Attendance:** George Webster

**Staff in Attendance:** Marsha Gray and Jenny Tomaszewski

#### **The 2021-22 Fiscal Year Budget Amendment:**

Treasurer, Bob Schaefer provided a brief overview of the Finance Committee's budget amendment recommendations to increase the Promotion Committee Budget to \$992,300, decrease the Research Budget to \$254,500, and increase the Board Meetings Budget to \$44,700. This is to accommodate the Promotion Committee's request to allow our marketing agency to begin work on the 2022 campaign, to reflect savings from a terminated research contract and to accommodate a third in-person board meeting this fiscal year.

It was **MOVED** by Bob Schaefer and **SECONDED** by Charles Fowler to approve the presented budget amendments to increase the Promotion Budget to \$992,300, decrease the Research Budget to \$254,500, and increase the Board Meeting Budget to \$44,700.

#### Board Discussion:

- Mark Schmidlin shared that the \$30,000 reduction from Research Committee is due to a contract that was terminated mid-contract with Washington State University on their economic impact study – the Research Committee felt it wasn't moving in the right direction. This year, Washington State University will be applying with a new proposal for a different project.
- Gary Westlake asked Marsha Gray to explain why Fleishman Hillard needed the funds. Gray explained that the contract that has already been presented and approved for Fleishman Hillard included beginning before the end of the current fiscal year. If the agreement is not signed now, they wouldn't be able to start their work until August 1<sup>st</sup>. Supporting the amendment would give them the funds to begin working now. If Fleishman Hillard doesn't spend the \$100,000, it will carry over to the following year.
- Question was asked if this amendment would need to be adjusted in next year's budget? Marsha Gray shared that next year's budget has already been approved. The total contract for Fleishman Hillard is \$916,500, which gives them \$100,000 in this fiscal year, and the balance of their contract (\$816,500) for next year.

#### **MOTION APPROVED.**

#### **Adjourn:**

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

Chairman Roger Beyer adjourned the meeting at 10:46 a.m. Eastern time.

Respectfully Submitted,

Gary Westlake  
Secretary