

Connecticut Milk Promotion Board
Agenda for January 19, 2011 Meeting
10am DOA Conference Room

Call to Order

Welcome and Introducing Steven Reviczky, CT Commissioner of Agriculture

Meeting Minutes Review

Chairman Report and Correspondence

Old Business

Review status:

Connecticut Milk Promotion Board future program and budget development

General program objectives under consideration:

- CT Milk Promotion Board website development and implementation. Included in the scope of this are creative, messaging and graphic components.
- Public Relations Campaign to leverage exposure of CT Milk Promotion Board activities and partnered activities.
- To fund ongoing Connecticut activities including the CT Dairy Council.

Consider next steps and proposals for objectives

New Business

Discussion of next steps to take

Any new business to address

Meeting Close