

## **Milk Promotion Board Mtg.**

**April 6, 2011**

**Attendees:** Members: Joe Greenbacker, Paul Miller, Jim Stearns, Steven Reviczky, Peter Orr, Lucy Nolan,

**Guests:** Gail Corso (EHC!), Melissa Salomoni (guest – intern EHC), Jane Slupecki (sat in for Bob Pelligrino), Lisa Hatch (New England Dairy Council), Andrew Samuelson, Brian Stiles (video/psa),

**Minutes:** accepted as written

**Financial report:** Board is in receipt of promotion funds and a bank account has been established.

### **PSA on Dairy in CT**

Brian Stiles, a Middlesex Community College student, has a video production assignment and he is interested in promoting dairy to school age children, and a 1 min. Public Service Announcement . Lisa will send him some sample videos. Some ideas were generated from the group on the direction he could take.

The video will be complete in 4 weeks. Lucy Nolan and Gail Corso from EHC will be Brian's contact people.

### **Milk Promotion Board Producer Meeting to brainstorm on Connecticut promotion.**

The board discussed the meeting in March.

Last meeting was a great learning process for quite a few farmers. People have a better understanding that the money we have isn't all that much when it comes to marketing.

**Next steps:** Set up a brief questionnaire and do a mailing to all Dairy Farmers to request who is the main contact if multiple family member – name, farm address, email address, phone and cell numbers. The board would like to increase the producers involvement and keep them involved. There will be a disclosure on the letter that the compiled list is confidential and lists/information will not be public.

Explore marketing plan using the information from the meeting with producers. Building a website, establish a look and message. Send out to 2-3 marketing/graphic/web designer firms to get ideas and costs -proposals. Branding is necessary. Social media is an important tool.

Lucy will write up an RFP and contact some people who can help with the search process. Sally Mancini, formally of the CT Farm Bureau, and Amy Hall, director of Granite State Dairy Promotion can help guide the search.

**New Business:** The northeast region is participating in a study to assess farm to market issues including dairy cows and ground beef.

Jane asked for any volunteers to go into schools with calves.

Peter will check in with the CT Dairy Council to see who their contact will be to the CT Milk Promotion Board. They had some expenses that the board needs to reimburse them for.

Lisa Hatch gave brief update on what's going on with N.E. Dairy Council. There will be a Fuel to Play 60 in June at a school in Vernon with a NFL player and dairy farmer. Also, June is National Milk Month, and June is National Ice Cream Month.

Next meeting will be on May 11<sup>th</sup> to have marketing pitch on website and marketing plan.

Meeting adjourned: Moved by Paul Miller, Seconded by Joe Greenbacker. Unanimous.

Respectfully submitted,

Lucy Nolan  
Secretary