

Connecticut Milk Promotion Board

Chair
Steven K. Reviczky
Vice Chair
James Stearns
Secretary
Lucy Nolan
Treasurer
Paul Miller



State of Connecticut
Department of Agriculture
An Equal Opportunity Employer



Connecticut Milk Promotion Board
MEETING MINUTES
April 25, 2018
Connecticut Department of Agriculture
450 Columbus Blvd, North Building Conference Room "A"

Members Present: Commissioner Reviczky, Lucy Nolan, Paul Miller, Jim Stearns, and Joe Greenbacker
Members Absent: Bob Jacquier
DoAg staff: Rebecca Eddy and Nathan Wilson
Guests: Heidi Harkopf, Amanda Aldred, Michael D. and Jenny Karl (all with NEDPB)

- 1) **Welcome** – Commissioner Reviczky called the meeting to order at 10:41 AM.
- 2) **Review and approval of Regular Meeting Minutes for January 24, 2018** – Motion made by Mr. Miller, seconded by Mr. Stearns, to approve the minutes as presented. All in favor.
- 3) **Financial Report** – Standing balance is \$463,974. The recent expenses included ad solicitation and the domain purchases.
- 4) **Old Business**
 - a. **NEDPB Activity Update:** Heidi Harkopf introduced their new Vice President of Communications, Michael D. NEDPB gave an update on their social media campaign. They shared there are 6 bloggers talking about NE dairy with 7 blog posts with 134,000 people reached.

NEDPB updated members on their 1st quarter events they supported.
 - b. **2018 NEDPB Contract:** Nathan Wilson reported it was out of the Attorney General's office with Dept. of Administrative Services

c. Social media promotional campaign update

- Rebecca Eddy with DoAg updated members on the progress of the launched www.ctdairy.org website; mentioning it has been seen by 5,213 visitors from 1/24/18 – 4/25/18. The total website expenditures was \$179.24.
- Rebecca Eddy updated members on outreach events mentioning CT MPB involvement at the Ag Day at the Capitol, a sponsorship at the CT Dairy Seminar, and Dairy Day at the Hartford Yard Goats on June 3.
- The CT Dairy Facebook page reached 39,877 people with 64 total posts.

5. New Business

- a.** Members discussed Dairy Day ideas at the Hartford Yard Goats game on June 3. DoAg asked for feedback from members on the displays and mentions. Discussion of display items and samples were made.
- b.** A motion to approve the spending of \$5,000.00 on Dairy Day products was made by Mr. Miller and seconded by Mr. Greenbacker seconded. The motion carried unanimously.
- c.** Members discussed on farm to chef week in September. Members discussed radio ads and promotional content for Farm to Chef Week. Mr. Miller made a motion to spend \$1000.00 on sponsorships for Farm to Chef Week, Mr. Greenbacker Seconded. Motion carried unanimously.
- d.** Commissioner Reviczky updated members about the state budget and deficit happenings. He mentioned the legislature was not making adjustments to sweeps.
- e.** Members discussed filling some vacancies in the board.

6. Next Meeting – July 25, 2018

7. Adjournment – Members motioned to adjourn. Meeting adjourned at 11:54 AM

Respectfully submitted by Nathan Wilson, Executive Assistant July 24, 2018