

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



Regular Meeting Minutes
Connecticut State Office Building
July 24th, 2013
11:00 am
G-8a Large Conference Room

- I. Meeting called to order at 11:13am by Chairman Reviczky
 - a. Members present: Commissioner Reviczky, Joe Greenbacker, Paul Miller, Robert Jacquier, Peter Orr
 - b. Members absent: Jim Stearns, Lucy Nolan
 - c. Guests: Cheryl Jones, Heidi Harkopf
- II. Review and approval of minutes: Motion made by Mr. Jacquier, seconded by Mr. Orr, to adopt the minutes as presented. Mr. Greenbacker explained his absence by stating that he had insufficient notice of the previous meeting. Mr. Miller had a conflict that he could not change after the meeting had been rescheduled. **Motion passed unanimously.**
- III. Financial report:
 - a. Commissioner Reviczky reported that there were some outstanding payments owed by smaller dairy producers. Discussion ensued around collection of outstanding debt.
 - b. Commissioner Reviczky reported that the total amount in the Milk Promotion Board account as of 7/24/13 was \$267,217.41.
 - i. Mr. Greenbacker asked about the timeliness of the Department of Administrative Services now that they had control of the board's money. Commissioner Reviczky noted that DAS has been timely in their response since the money was transferred to them.
- IV. Old Business
 - a. Contract between the New England Dairy Promotion Board and the Connecticut Milk Promotion Board.
 - i. Commissioner Reviczky reported that there have been some difficulties encountered throughout the bureaucratic system that have delayed progress on the completion of the contract. Jason Bowsza reported that there was some confusion between the Attorney General's Office and DAS about whether this should be a contract or a grant. The back and forth was resolved by Commissioner Reviczky through a strongly worded letter to the DAS Commissioner and the Attorney General's office.
 - ii. Commissioner Reviczky explained that there were additional things that need clarification before progress could be made on a contract, most notably clarification on deliverables.

- iii. Commissioner Reviczky asked for clarification of the funding estimates/requests made by NEDPB of its member states. For example, why is Connecticut expected to pay in excess of \$300,000 when Massachusetts is only expected to pay \$5,000? Additionally, Commissioner Reviczky thought that the board would be well served to have a more detailed understanding of the NEDPB/NEDFC budget structure, as well as several years' worth of 990 forms.
- iv. Mr. Orr commended Commissioner Reviczky on his personal efforts to make progress on the long standing delays that have slowed down the contracting process between the CT MPB and the NEDPB
- b. Dairy Promotion Discussion
 - i. Heidi Harkopf elaborated on the proposals and offered background on the distinction between the New England Dairy Promotion Board and the New England Dairy and Food Council. Discussion ensued relating to the business model of the two organizations.
 - ii. Commissioner Reviczky asked for elaboration on the tasks outlined in the proposal. Ms. Harkopf spoke about the Fuel Up to Play 60 program.
 - iii. Commissioner Reviczky asked generally if there was any recognition of Connecticut farm families when dairy promotion work is being done in state. Ms. Harkopf was unsure.
 - iv. Extended discussion followed regarding the NEDPB/NEDFC budget and marketing efforts on behalf of Connecticut farm families specifically.
 - v. Mr. Miller asked about the next steps necessary to make progress on the design of a website for the board. Commissioner Reviczky explained that there would be a need to go out to a competitive bid for this sub work, and elaborated on some of the roadblocks recently encountered between DoAg and DAS pertaining to personal service agreements, staffing upgrades, etc.
- V. Other
 - i. Cheryl Jones attended the meeting as a guest. Ms. Jones is interested in putting together a documentary on the dairy industry in Connecticut. She gave an overview of her background and project goals relating to Connecticut dairy. Board members offered good suggestions and whatever help she may require.
- VI. Adjournment
 - a. The meeting was adjourned at 12:19pm. The next meeting of the CT Milk Promotion Board will be on October 16th at a time to be determined.