

Milk Promotion Board
November 18, 2010
Minutes

In attendance: Jim Stearns; Peter Orr; Lucy Nolan; Paul Miller; Joe Greenbacker; F. Philip Prelli; Robert Jacquier; Robert Pellegrino, DoAg; Jane Stallone, NE Dairy Promotional Board; Chris Watts, Precision Marketing

Meeting was called to order at 10:10 am by Chairman Stearns.

A motion to accept the minutes from was moved by Paul Miller, seconded by Joe Greenbacker, and passed unanimously by voice vote.

Old Business and correspondence:

The New England Milk Promotion Board will be sending \$60,000 to Connecticut - \$10,000 of which will go to the Connecticut Dairy Council and \$50,000 to the CT Milk Promotion Board. The funds will be issued to the state which will issue to the Board.

MOTION: Commissioner Prelli moved that the officers of the CT Milk Promotion Board work with the Department of Agriculture to set up a bank account and procedures for funding. Seconded by Joe Greenbacker. Passed unanimously.

MOTION: Peter Orr nominated Paul Miller to be the Treasurer, seconded by Robert Jacquier, passed with one abstention (Paul Miller).

The CT Dairy Council will be notified that the funds are coming to the Board and the Dairy Council needs to invoice the Board for the funds.

Website:

Guest Chris Watts presented a marketing proposal for the CT Milk Promotional Board. There was a discussion on the plan. The group decided that we needed a planned work session to get everyone's input on the website and plan going forward. The group discussed inviting 15-20 people. The meeting will be scheduled for January 19th at the CT Farm Bureau from 10-2:30 with lunch.

A subcommittee was formed to discuss the next steps. The subcommittee is comprised of Lucy Nolan, Joe Greenbacker and Robert Jacquier.

MOTION: Paul Miller moved that the subcommittee be empowered to appoint a moderator and negotiate a priced to set up a meeting and develop a list of people to come to a strategy meeting. The groups passed the motion unanimously

MOTION: Paul Miller moved, Joe Greenbaker seconded that the Board empower the chairman to request funds upon completion of the creation of checking account.

Next meeting: January 19th, at CT Farm Bureau, 10 am – 2:30 pm (Tentative)

Respectfully Submitted by Lucy Nolan, Secretary: _____ Date: _____