

CHRISTMAS TREE PROMOTION BOARD BOARD MEETING

October 18, 2016

MINUTES

Welcome and Roll call – Meeting was called to order at 11:10 am Eastern by Chairperson, Betty Malone. Board members in attendance: Mark Arkills, Rex Korson, Della Deal, Jim Heater, Chris Maciborski, Jim Rockis and Betty Malone. Unavailable; Mark Steelhammer, Paul Battaglia, Beth Walterscheidt and Bentley Curry. USDA Representative in attendance: Vickie Carpenter. Staff in attendance: Tim O'Connor and Marsha Gray.

Additional Agenda Items – No items were added to the agenda.

Meeting Minutes – It was MOVED and SECONDED to approve the September 20, 2016 meeting minutes as presented. MOTION APPROVED.

New Business

- a) Voice of the Industry Proposal – Board reviewed proposal presented by the National Christmas Tree Association requesting funding for the spokesperson/voice of the industry work from November 1 – December 31, 2016. It was MOVED and SECONDED to accept and fund the proposal as presented by NCTA. Board discussed cost of proposal and possible future funding of this area of work. MOTION APPROVED. It was MOVED and SECONDED to add \$27,500 from the unbudgeted CTPB funds to the Industry Relations Committee budget to fund the Voice of the Industry contract. MOTION APPROVED.

Committee Reports

Finance– Tim O'Connor reviewed the year-end financial statement; all expenses from the 2015-2016 fiscal year now included.

Promotion – Jim Heater and Tim O'Connor briefly reviewed the campaign update from Concept Farm. Logo and other designs for printing now available for download on website. Marsha Gray reported that there have been 570 visitors to the site in the last week since the announcement of these materials.

Research – No report

Industry Relations – Betty Malone thanked the board members who did a tremendous job getting to various state and regional meetings this past summer. Board and staff spoke at more than 20 meetings. Tim O'Connor described the mailing that will go to all growers who paid their assessment in the next few weeks that will introduce the campaign and will include a number of campaign bumper stickers to use or share.

Governance – Rex Korson presented recommended revisions to three policies: Conflict of Interest Policy, Indirect Costs Policy and Compliance Audit. It was MOVED and SECONDED to accept the revised policies. MOTION APPROVED.

Staff Updates

Collections Update – The collections update was distributed to the board.

Compliance Audits Discussion – Board engaged in discussion on the goal of audits. General agreement that audits need to address both growers who have not responded as well as those who have. Board asked staff to develop a plan to pursue non-responders in an effort to clean up the mailing list as well as to identify non-payers and notify them of their obligation to pay. Board will also consider options for random audits of growers who reported and/or paid assessment. Budget will limit the number of these audits, however board suggested that the thought that any grower could be audited may assist in collecting appropriate fees from growers.

Staff will develop a plan to follow up with non-responders for board consideration.

USDA – Vickie Carpenter reminded the board of the financial obligation to repay USDA for costs incurred during the implementation period and the time when the order was stayed by the Federal Government. Tim O’Connor reminded Ms. Carpenter and the board that CTPB is paying all current USDA fees as they are presented, and that the payment for implementation charges were not in our current budget due to uncertainty in collections for a new program. These charges will be reconsidered with the next budget.

Announcements - Next conference call will be held on January 17, 2017. Betty Malone asked staff to distribute a schedule of upcoming CTPB meetings for planning purposes.

Adjourn

It was MOVED and SECONDED to adjourn the meeting. MOTION APPROVED.

Respectfully Submitted

Tim O’Connor,
Executive Director