

CHRISTMAS TREE PROMOTION BOARD BOARD MEETING

December 20, 2017

MINUTES

Welcome and Roll call – Meeting was called to order at 11:00 am Eastern time by Chairperson, Jim Rockis. Board members in attendance: Mark Arkills, Jim Heater, Rex Korson, Jim Rockis, Mark Steelhammer, Beth Walterscheidt, Charles Fowler, Paul Battaglia, Bentley Curry, Betty Malone and Chris Maciborski. Unavailable: Della Deal. USDA Representative in attendance: Vickie Carpenter. Staff in attendance: Tim O'Connor and Marsha Gray.

Consideration of appointment of Task Force – Jim Rockis presented a plan to appoint a special task force that would engage in a long-range planning process for the industry. Rockis has identified a group of individuals with a number of qualifications: industry experience, educational background, experience outside the Christmas tree industry, critical thinking and investment in the industry. Rockis proposed that CTPB engage John Armato and Dan Barber with Fleishman Hillard to guide the process.

It was MOVED and SECONDED to approve the appointment of a task force to engage in strategic planning with committee members recommended by Chairperson Rockis and to engage Fleishman Hillard to guide and moderate the project at a maximum budget of \$30,000. Board discussed the concept and recommended committee members. MOTION APPROVED.

Adjourn – It was MOVED and SECONDED to adjourn. MOTION APPROVED.

Respectfully Submitted

Beth Walterscheidt,
Secretary