

CHRISTMAS TREE PROMOTION BOARD TELECONFERENCE BOARD MEETING

March 14, 2019

MINUTES

Welcome and Roll Call and Introductions: The meeting was called to order at 11:02 a.m. Eastern time by Chairperson, Rex Korson.

Board Members in Attendance: Paul Battaglia, Roger Beyer, Mark Schmidlin, Mark Steelhammer, Rex Korson, Jim Corliss, Gary Westlake, Della Deal, James Rockis and Chris Maciborski

Unavailable: Bob Schaefer and Beth Walterscheidt

USDA Representative in Attendance: Heather Pichelman and Andrea Ricci

Staff in Attendance: Marsha Gray, Cyndi Alexander and Jenny Tomaszewski

Guest(s) in Attendance: Frans Kok and Kurt Gerner

Additional Agenda Items: No new items were added to the agenda.

Agenda:

It was **MOVED** and **SECONDED** to approve the agenda as presented. **MOTION APPROVED.**

Meeting Minutes:

It was **MOVED** and **SECONDED** to approve the February 19-20, 2019 meeting minutes as presented. **MOTION APPROVED.**

Committee Reports:

A. Finance: Roger Beyer reported,

- The USDA has approved the 2017/2018 fiscal year audit.
- Roger Beyer and Marsha Gray have been working on the policy of how checks get signed.
- New signature cards have been submitted - Rex Korson, Roger Beyer and Marsha Gray are the signers on the account.
- Mr. Beyer is looking for board members who are interested in serving on the finance committee
 - Mark Steelhammer volunteered.
- Mr. Beyer and Ms. Gray are producing a budget to submit to USDA by April 15, 2019.

B. Promotion: Paul Battaglia reported,

- Pre-meeting with Fleishman Hillard and Concept Farms in early May regarding 2019 campaign.
- Mr. Battaglia is firming up Promotion Committee; many former members returning and he has several other individuals to contact. Jim Corliss volunteered.

C. Research: Della Deal reported,

- Ms. Deal is looking for a grower of every size to site on the research committee and one more board member representative. Gary Westlake and Mark Schmidlin volunteered.
- They have received 5 signed contracts for the board approved research projects and waiting on the return of 2 more contracts.
- Mark Schmidlin raised a question regarding the overhead charges for universities. Marsha Gray confirmed that the CTPB has an Indirect Costs Policy in its policy book that prohibits overhead

charges. Heather Pichelman, USDA Representative, shared that it is common for R&P programs limit university overhead in research funding.

- D. Industry Relations:** Gary Westlake thanked the board members who have taken the time to visit state association meetings over the last couple months.
- Non-qualifying growers have asked how they can assist in the program and Mr. Westlake would like to provide an easy way for them to donate in the future.
 - Marsha Gray and a few others on the board reported on the good feedback they have been receiving.
- E. Governance:** Marsha Gray reported that through an email vote, the CTPB board approved the policy book. At this point, it is pending approval from USDA. Heather Pichelman noted that the policy book goes to the Deputy Administrator level for approval, but they are working on it currently.

Management Staff Updates:

- A. Collections Update:** Marsha Gray reported that assessment payments as of yesterday, March 13, 2019 are 1,402,700.89.
- Jenny Tomaszewski has been working with the importers and Canadian growers to get their funds turned in. There was a delay in getting the U.S. Customs report, which wasn't received by the CTPB staff until after the February 15th deadline.
- B. Participation in Commodity Roundtable:** Marsha Gray shared about the Commodity Roundtable, an organization of the various check-off programs.
- Members of the CTPB board have participated in a few of their round table discussions and events.
 - Cost to join is \$1,240.00 for the year.
 - They meet 3 to 4 times per year.

It was **MOVED** and **SECONDED** to join the Commodity Roundtable group and participate as we feel is necessary. **MOTION APPROVED.**

USDA:

- A. Referendum Update:** Heather Pichelman announced that the dates were announced in the Federal Register. Referendum period will be April 22nd through May 17th. All ballots must be postmarked by May 17th – electronic ballots must be received by 11:59 p.m. on May 17th.

Announcements: No additional announcements were made.

Next Meeting:

The next meeting will take place on April 11, 2019 at 11:00 a.m. Eastern time via conference call. The next in-person board meeting will be held in Pennsylvania on August 8th. The NCTA/Pennsylvania meeting will be held on August 9th and 10th.

Adjourn:

It was **MOVED** and **SECONDED** to adjourn. **MOTION APPROVED.**

Respectfully Submitted,

Marsha Gray
Executive Director

Minutes were reviewed and approved by Secretary, Bob Schaefer.