

CHRISTMAS TREE PROMOTION BOARD TELECONFERENCE BOARD MEETING

April 19, 2016

MINUTES

Welcome and Roll call - Meeting was called to order by Chairperson, Betty Malone at 11:03 am Eastern. Board members in attendance: Betty Malone, Paul Battaglia, Mark Arkills, Rex Korson, Beth Walterscheidt, Mark Steelhammer, Jim Rockis, Jim Heater, Della Deal, Cubby Steinhart and Chris Maciborski. Board member unavailable: Bentley Curry. USDA Representative: Vickie Carpenter. Staff in attendance: Tim O'Connor and Marsha Gray.

Additional agenda items - There were no items added to the agenda.

Meeting Minutes – It was MOVED and SECONDED to approve the March 22, 2016 conference call minutes as presented. MOTION APPROVED.

Unfinished Business

Committee Reports

Finance – Finance Committee Chair, Cubby Steinhart presented the 2016-2017 budget as recommend by the finance committee. It was MOVED and SECONDED to approve the budget as presented. MOTION APPROVED.

Della Deal and Mark Arkills will lead a committee to engage the allied trades and seek contributions from allied trades.

Finance committee is reviewing the option to accept credit cards for assessment payments.

Promotion – Promotion Committee Chair, Jim Heater would like the promotion committee to have a face to face meeting with Concept Farm in Pennsylvania prior to the CTPB board meeting. Board asked Jim to bring a budget so that they can consider the request.

Research – Research Committee Chair, Jim Rockis presented and updated proposal to provide funding for NCTA and CTPB participation in the National Fire Prevention Association trade show in June as well as sending and industry representative to a technical fire testing meeting. It was MOVED and SECONDED to allocate an additional \$7,000 to fund this proposal. MOTION APPROVED.

Staff updates – Tim O'Connor reported that we have moved forward with the third letter to the industry. The letter needed to be revised and could not specifically refer to penalties and fees. New letter has been approved, is being printed now and should be in the mail this week.

As agreed upon previously, an 800 number has been secured and will be staffed from 8 am eastern to 5 pm pacific for 30-45 days starting on April 25. Continued coverage will depend on call levels. Tim O'Connor and Associates has also expanded its staffing.

Marsha Gray reported that she continues to work with Canadian imports and that we have received reports and payments from approximately two thirds of those identified on US Customs reports. A follow up letter is planned for importers.

Pennsylvania meeting - Board discussed the next face to face meeting in Pennsylvania. Betty Malone will work with staff to develop schedule options considering work load and possible promotion committee meeting. The Pennsylvania Christmas Tree Growers Association is planning on CTPB board members to join them on Friday afternoon or evening, July 22.

USDA update – Vickie Carpenter reported that she has no additional information on a date for the final rule on penalties and fees, and that it currently being reviewed.

New Business

Staff performance review procedure – Beth Walterscheidt reviewed the matrix for staff evaluation. She reminded board that the evaluation is for Tim O'Connor and Associates as a contractor, not individuals, and asked board members to have their completed work to her by May 1, 2016. She will compile the results and she and Betty Malone will go over the performance review with staff prior to May 31, 2016.

Next conference call/ meeting - May 17, 2016 at 8 am Pacific

Announcements – Betty Malone reminded board members to get their staff performance evaluations to Beth by May 1 and if anyone has DVD's or video links for Concept Farm to send them now.

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

Respectfully Submitted,

Beth Walterscheidt,
Secretary