

# CHRISTMAS TREE PROMOTION BOARD TELECONFERENCE BOARD MEETING

August 31, 2018

## MINUTES

**Welcome and Roll call** – Meeting was called to order at 11:03 am Eastern by Chairperson, Jim Rockis. Board members in attendance: Rex Korson, Della Deal, Jim Rockis, Mark Steelhammer, Paul Battaglia, Beth Walterscheidt, Jim Heater, Jim Corliss, Chris Maciborski and Betty Malone. Unavailable: Bentley Curry and Roger Beyer. USDA Representative in attendance: Vickie Carpenter. Staff in attendance: Marsha Gray.

**Additional agenda items** – No items were added to the agenda.

**Meeting Minutes** - It was MOVED and SECONDED to approve the August 21, 2018 meeting minutes as presented. MOTION APPROVED

### New Business

**Independent Contractor Agreement** – It was MOVED and SECONDED to approve the independent contractor agreement with Gray Management. MOTION APPROVED.

Jim Heater congratulated Marsha Gray on her appointment.

**Capitol Christmas Tree Project** – Marsha Gray reviewed the request to support the Capitol Christmas Tree Project by funding the purchase of the trees that accompany the Capitol Christmas Tree. Board directed staff to move forward with the project after first confirming that the Pacific Northwest Christmas Tree Association does not want to manage the tree donations. The estimated cost is \$4,000 and could be allocated from either the promotion or industry relations budget. Jim Heater will work with staff to identify tree farms for the tree purchases.

### New Business

There was no additional new business to bring to the board.

**USDA** – Vickie Carpenter reported that she will check at USDA to confirm that there are no issues with CTPB funding trees for the Capitol Christmas Tree Project. She will be reviewing the new management contract and returning that as soon as possible. Vickie also said she would investigate the invitations to the showcase to determine when they were or will be sent and to whom. She reported that she was able to secure an appointment for Jim Rockis and Marsha Gray with Associate Administrator, Erin Morris and is working with Marsha to secure an appointment with Charles Stephens when they are in DC for the showcase.

### Announcements

**Transition Update** – Marsha Gray briefly updated the board on management transition: banking docs signed, credit card transferred, she has received 17 boxes of records and materials from Tim O'Connor and 14 more are expected, ballots for nominations should be in those boxes and others will be in the new PO box.

Gray also announced that she has ordered the retractable banners for the Showcase booth. Industry relations has decided to have a booth at the PNW Tree Fair next week. Booth will include new display pieces and campaign summary video. Betty requested other board members in the northwest to assist in manning the booth. Rex Korson also attending PNW Tree Fair and will present with Marsha Gray on Saturday.

**Next Call** – Next call was scheduled for 11 am eastern on Tuesday, September 11, 2018 to approve the 2018 promotional campaign.

**Adjourn** – It was MOVED and SECONDED to adjourn. Motion approved.

Respectfully Submitted,

Beth Walterscheidt  
Secretary