

**CHRISTMAS TREE PROMOTION BOARD
EXECUTIVE COMMITTEE MEETING**

Thursday, March 12, 2020

MINUTES

Welcome and Roll Call: The meeting was called to order at 11:04 a.m. Eastern time by Chairperson, Beth Walterscheidt.

Executive Committee Members in Attendance: Roger Beyer, Beth Walterscheidt, Bob Schaefer, Mark Schmidlin

USDA Representative in Attendance: Sue Coleman

Staff in Attendance: Marsha Gray

Independent Evaluation Proposal Review:

Marsha Gray reported that she contacted seven possible individuals or firms with a request for proposals to undertake the Independent Evaluation for the CTPB as required by the USDA. The CTPB received four proposals and all were provided to the Executive Committee in advance of the call for their review. Gray reported that several of the candidates called her and engaged to get more background information on the project.

Beth Walterscheidt asked all Executive Committee members to provide their comments on the four proposals. General discussion identified that all four would be in \$30,000 range, three proposed a 2-3 month schedule to produce and one proposed 6-7 months. Committee identified one proposal that included a consumer survey that may provide additional information for the industry.

Roger Beyer **MOVED** to accept the proposal, including the survey, from Timothy Richards at Arizona State University and Badger Metrics, LLC for the CTPB Independent Evaluation and was **SECONDED** by Bob Schaefer. Motion **APPROVED**.

Executive Committee discussed how to fund the project. Marsha Gray reported that the Promotion Committee is coming in under budget for the 2019 campaign by approximately \$40,000. The Executive Committee will request the full board to adjust the CTPB 2019/20 Budget to reduce the Promotion Committee budget by approximately \$30,000 and create an expense line item for the Independent Evaluation. Gray estimates that the project can be completed without negatively impacting the budget.

Adjourn:

It was **MOVED** by Roger Beyer and **SECONDED** by Bob Schaefer to adjourn the meeting at 11:31 am. **MOTION APPROVED**.

Respectfully Submitted,

Bob Schaefer
Secretary