

**CHRISTMAS TREE PROMOTION BOARD
EXECUTIVE COMMITTEE MEETING**

Thursday, April 2, 2020

MINUTES

Welcome and Roll Call: The meeting was called to order at 1:03 p.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

Request to Purchase Survey Data for Independent Evaluation

Marsha Gray reported that Dr. Timothy Richards, who is preparing the Independent Evaluation, has requested the raw data for the NCTA consumer survey from 2016-2019. NCTA agreed to provide the survey files for this purpose, however the files did not include the detailed data that Dr. Richards will require. NCTA is willing to provide the data however the cost is \$2,000; \$500 per year.

It was **MOVED** by Roger Beyer to authorize a \$2,000 purchase of raw data compiled by Nielsen for the 2016, 2017, 2018 and 2019 NCTA annual consumer survey from the National Christmas Tree Association and was **SECONDED** by Bob Schaefer. **MOTION APPROVED.**

Adjourn

It was **MOVED** by Bob Schaefer and **SECONDED** by Roger Beyer to adjourn at 1:23 pm. **MOTION APPROVED.**

Respectfully Submitted,

Bob Schaefer
Secretary