

**CHRISTMAS TREE PROMOTION BOARD
Board Meeting**

MINUTES

June 2, 2020

Welcome and Roll Call: The meeting was called to order at 11:06 a.m. Eastern time by Chairman, Beth Walterscheidt.

Board Members in Attendance: Paul Battaglia, Beth Walterscheidt, Bob Schaefer, Mark Schmidlin, Charles Fowler, Derek Ahl, William Brawley, Jim Corliss, Gary Westlake, Della Deal, Chris Maciborski

Board Members Not in Attendance: Roger Beyer

USDA Representative in Attendance: Sue Coleman

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

Guest(s) in Attendance: John Armato, Liz Conant and Ryan Tandler with FleishmanHillard

Presentation of Consumer Research Proposal – John Armato, Liz Conant and Ryan Tandler of FleishmanHillard provided an overview of the May 11, 2020 written proposal to engage a consumer research survey on behalf of the Christmas Tree Promotion Board. The proposal included a Message Testing survey and a Marketing Sizing and Segmentation survey.

Board members asked questions regarding methodology, timing and validity of the two surveys. Recommendation for the Message Testing to be an annual survey, with the Sizing and Segmentation survey to take place once every three years. Team from FleishmanHillard addressed all questions and also mentioned the possibility of merging the work of the two surveys to possibly save some cost. After all questions were answered, the FleishmanHillard team left the video conference.

Board deliberated the benefits and costs of the two surveys. Beth shared comments from Roger Beyer who was unable to be on the call. Based on the proposal, only the first Message Testing survey would fall under the current fiscal year.

It was MOVED by Jim Corliss to fund the Message Testing survey at a cost of \$35,000 while addressing other surveys in the next fiscal year. Motion was SECONDED by Bob Schaefer. MOTION APPROVED.

Bob Schaefer MOVED to amend the 2019-20 budget by placing \$35,000 in a new expense line under Research Committee for Market Development and increasing Assessment Income to \$1,807,000 to accurately reflect the current income of the CTPB. Motion SECONDED by Gary Westlake. MOTION APPROVED.

Adjourn

Charles Fowler MOVED to adjourn. Motion was SECONDED by Jim Corliss. MOTION APPROVED.

Meeting adjourned at 12:42pm eastern.

Respectfully Submitted,

Bob Schaefer
Secretary