

## CHRISTMAS TREE PROMOTION BOARD

### Board Meeting

December 21, 2020

Via Video Conference

**Welcome and Roll Call:** The meeting was called to order at 4:02 p.m. Eastern time by Chairman, Beth Walterscheidt.

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

**USDA Representative(s) in Attendance:** Sue Coleman, and George Webster

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

**Guest(s) in Attendance:** Mike Cocco, Jane Neubauer, Renee Campbell, Chuck Berry, Larry Downey

#### Agenda:

It was **MOVED** by Bob Schaefer and **SECONDED** by Charles Fowler to approve the Agenda as presented.

**MOTION APPROVED.**

#### Meeting Minutes:

Roger Beyer requested two changes be made:

- Page 2, last bullet – “as items are approved, it will begin populating more.” Change wording to: “as items are approved, it will begin populating more pages.”
- Page 3, under Companion Trees - “the forestry is looking for 80 trees of a standard 8-foot variety.” Change wording to: “Choose Outdoors is looking for 80 trees of a standard 8-foot variety.”

It was **MOVED** by Roger Beyer and **SECONDED** by Bob Schaefer to approve the September 22, 2020 Board Meeting minutes as corrected. **MOTION APPROVED.**

It was **MOVED** by Derek Ahl and **SECONDED** by Paul Battaglia to approve the October 3, 2020 Board Meeting minutes as presented. **MOTION APPROVED.**

#### Committee Reports

**Finance** - Mark Schmidlin and Marsha Gray reported

- September and October financial statements were provided to the Board.
- A brief overview of the November 2020 financial statements was provided. Gray noted several items within the financial statement:
  - In the final stages of switching from Renasant Bank to Pinnacle Bank - December will be the last month that both Banks are reflected in the monthly statement. Starting in January, only Pinnacle Bank will reflect on the report.
  - Two payments were made from the accrual account, one for Research to North Carolina State and another for Promotion activity.
  - November 2020 USDA user fee charges – USDA receives ACH payments for their user fees. There was an error in November, and they received double payment. Overpayment will be applied to future charges.
  - A question was raised as to why the Industry Relations expenses decreased from October to November. Gray shared that we received a refund from Social Made Simple – the company that designs and distributes our e-newsletter.

It was **MOVED** by Bob Schaefer and **SECONDED** by Roger Beyer to approve the financials as provided.

**Motion Approved**

**Management Staff Update** – Marsha Gray reported

- 2020 assessment mailing was mailed on Monday, December 14, 2020.
- Exemption mailing was mailed on Friday, December 18, 2020. This letter, which also acts as a certificate, stated that the CTPB accepts their Exemption Application. The letter included a reminder that if they are harvesting over the 500-tree threshold to complete the included Assessment Reporting Form.

**Promotion Committee – Paul Battaglia reported**

- Battaglia and Gray recapped the promotion campaign with the Board – touching on the “How Does it Grow Segment,” and “Dad, How Do I.” They felt it was a very successful year in promotion, and were delighted with how the two agencies, Fleishman Hillard and Concept Farm, worked together.
- The revised website received good traffic and other activations were successful.
- Gray shared that because there will not be many state association meetings, we will publicize the campaign summary video widely.
- The agencies are collaborating on the 10-15 minute recap video to be shared with the industry. An expanded version of the video will be prepared for the board as a part of the agency reports, followed by a Q&A session at one of the upcoming Board meetings in 2021.
- Derek Ahl voiced his concern regarding the NCTA, Voice of the Industry contract, and would like to revisit this discussion at another meeting.

**Recognition of Outgoing Board Members:**

- Beth Walterscheidt provided individual recognition to the five outgoing Board members Paul Battaglia, Chris Maciborski, Jim Corliss, Della Deal, and Beth Walterscheidt – sharing individually a heartfelt thank you.
- Roger Beyer shared that prior to the Board meeting, the five outgoing members received a letter thanking them for their service and gifting them a Carhartt jacket of their choice.

**For the Good of the Order:**

- Jim Corliss shared a few observations with the Board regarding his three-year experience on the Board.
- Sue Coleman, USDA representative, personally thanked the outgoing Board members.
- Coleman shared that a letter along with a certificate will be going out in the mail to the incoming Board members. They are a little delayed due to the Pandemic.
- USDA welcomed a new staff member, George Webster.

**Next Meeting:**

The Christmas Tree Promotion Board's next meeting will be on Thursday, January 7, 2021, at 11:00 a.m. Eastern. The meeting will be relatively short to approve new officer positions and will be followed by orientation for the incoming Board members.

**Adjourn:**

It was **MOVED** by Jim Corliss and **SECONDED** by Della Deal to adjourn the meeting. **MOTION APPROVED.**

Beth Walterscheidt adjourned the meeting at 4:57 p.m. Eastern time.

Respectfully Submitted,

Bob Schaefer  
Secretary