

CHRISTMAS TREE PROMOTION BOARD

Board Meeting
October 14, 2021

Via Video Conference

Welcome and Roll Call: The meeting was called to order at 10:32 a.m. Eastern Daylight time by Chairman, Roger Beyer.

Board Members in Attendance: Mark Schmidlin, Derek Ahl, Gary Westlake, Charles Fowler, Renee Beutell, Chuck Berry, Bob Schaefer, Roger Beyer, Bill Brawley, Mike Cocco, Jane Neubauer, and Larry Downey

USDA Representative(s) in Attendance: Sue Coleman

Staff in Attendance: Marsha Gray, and Jenny Tomaszewski

Guest(s) in Attendance: Jeff De Lyser, and Jessica Salas with Propp, Christensen, Caniglia, LLP

Agenda:

Roger Beyer requested the addition of "Committee Appointment" under "For the Good of the Order/Announcements."

It was **MOVED** by Gary Westlake and **SECONDED** by Mark Schmidlin to approve the Agenda as corrected.

MOTION APPROVED.

Meeting Minutes:

It was **MOVED** by Chuck Berry and **SECONDED** by Derek Ahl to approve September 16, 2021, Board meeting minutes as presented. **MOTION APPROVED.**

Presentation of 2020-21 Fiscal Year Financial Audit:

Jeff De Lyser and Jessica Salas with Propp, Christensen, Caniglia, LLP reviewed the audit prepared by their firm for the CTPB 2020-2021 fiscal year audit. The auditor provided a clean opinion with no issues to report.

It was **MOVED** by Larry Downey and **SECONDED** by Bill Brawley to accept the audit as it was presented.

MOTION APPROVED.

Guests Jeff De Lyser and Jessica Salas left the meeting following their presentation.

Recording of CTPB Meetings Policy:

- Marsha Gray shared that at the August 5, 2021, in-person Board meeting in North Carolina, the Board approved a new policy on the recording of Board meetings:
The CTPB will not allow audio or video recording of the CTPB's Board meeting or Committee meetings. Audio and video recordings of educational and informational material are permitted. Roger Beyer stated that if the meetings become recorded, they become public information.
Sue Coleman, USDA Representative, has requested that the Board consider a slight revision in wording:
In the normal course of CTPB business, Board and committee meetings will not be recorded by any electronic means. However, exceptions to this policy may be permitted by approval of the Executive Committee when deemed appropriate for informational purposes.
- Coleman stated that all policies are approved by the Specialty Crop Program Deputy Administrator, Sonia Jimenez.
- Board discussed the revision in wording and the reasoning behind not recording the CTPB Board meetings.

It was **MOVED** by Derek Ahl and **SECONDED** by Charles Fowler to change our policy to the suggested language that has been provided. **MOTION APPROVED.**

For the Good of the Order /Announcements:

- **Committee Appointment** - Roger Beyer has appointed Renee Beutell to the Promotion Committee effective immediately.
- Chuck Berry thanked Marsha Gray for a clean audit report.
- Marsha Gray shared that the Management Review is underway – due to COVID, USDA was unable to visit Michigan to complete the review in person. Sue Coleman shared that it may take a little longer than normal as USDA is back on a travel ban.
- Marsha Gray shared that the Promotion Committee has secured two high-level influencers, Dude Dad, and the Holderness Family. The announcement of the secured influencers will be published in an upcoming e-newsletter to the industry.
- Gray shared recent media stories - touching on the struggle with the supply chain, which started with Balsam Hill media release and a report regarding Costco not selling real trees. Gray shared she has spoken with all individuals who supply to Costco.
In September, a press release was published for the industry that discussed the supply chain.
- Gary Westlake raised the question if the Newsroom has been populated? Marsha Gray shared that the design and content have been created and are ready to be published.
- Derek Ahl shared how impressed he is with John Armato with Fleishman Hillard and his professionalism with the CTPB.

Meeting Schedule:

- January Meeting** - The next meeting of the CTPB will be held on Thursday, January 20, 2022, at 11:00 a.m. Eastern Time via Zoom to hear the Promotion Committee recap for the 2021 campaign and elect new officers for next year.
- February Meeting** - February 9-10, 2022 – Meet in person, include agency presentations, location TBD most likely in Phoenix, Arizona.

Adjourn:

It was **MOVED** by Chuck Berry and **SECONDED** by Bob Schaefer to adjourn the meeting. **MOTION APPROVED.**

Chairman Roger Beyer adjourned the meeting at 11:07 a.m. Eastern time.

Respectfully Submitted,

Gary Westlake
Secretary