

CHRISTMAS TREE PROMOTION BOARD

In-Person Board Meeting

Phoenix AZ, Hilton Garden Inn

February 9-10, 2022

Wednesday, February 9, 2022

Welcome and Roll Call: The meeting was called to order at 7:55 am Mountain Standard time by Chairman, Roger Beyer.

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

Board Members not in Attendance: Larry Downey

USDA Representative(s) in Attendance: Sue Coleman

Staff in Attendance: Marsha Gray and Cyndi Knudson

The Chairman, Roger Beyer, announced that the Board will go into Executive Session at 8:02 MST to receive Four Agency presentations. No decisions will be made today.

The Chairman, Roger Beyer, at 5:17 pm MST, resumed the public meeting and promptly recessed the Board until Thursday, February 10, 2022, at 8:00 am.

Thursday, February 10, 2022

The Board reconvened at 8:01 am MST.

Board Orientation:

- a. USDA representative, Sue Coleman, presented orientation for the Board members.
- b. Marsha Gary reviewed CTPB policies, board expectations, and explained the financial budgeting format.
- c. Lobbying Certifications and Conflict of Interest Statements were distributed and signed by Board members.

Agenda:

It was **MOVED** by Mark Schmidlin and **SECONDED** by Bob Schaefer to approve the agenda with the addition of "Board Terms" and "Customs Collections" under new business. **MOTION APPROVED.**

Meeting Minutes:

It was **MOVED** by Derek Ahl and **SECONDED** by Chuck Berry to approve January 20, 2022, Board meeting minutes as presented. **MOTION APPROVED.**

Committee Reports

Finance Committee

- January 2022 financial statements – Bob Schaefer provided an overview of the January 2022 financials.

It was **MOVED** by Charles Fowler and **SECONDED** by Bill Brawley to accept the January 2022 financials as presented. **MOTION APPROVED.**

Promotion Committee

The Chairman, Roger Beyer, called the Board into an Executive Session at 10:11 am MST to discuss the advertising and public relations firms that were interviewed and made presentations on February 9, 2022.

The Chairman, Roger Beyer, adjourned the Executive Session at 11:52 am MST.

It was **MOVED** By Chuck Berry and **SECONDED** by Derek Ahl to approve contracting with Fleishman Hillard to develop the promotional campaign for the 2022 season.

Board Vote: 9 in favor (Mark Schmidlin, Derek Ahl, Gary Westlake, Charles Fowler, Renee Beutell, Chuck Berry, Bill Brawley, Mike Cocco, and Jane Neubauer), 2 opposed (Bob Schaefer, and Roger Beyer). **MOTION APPROVED.**

The Board recessed for lunch at 12:00 pm for lunch and reconvened at 1:04 pm.

Research:

Mark Schmidlin asked Cyndi Knudson to provide the Research Committee report and RFP update. The Committee continues to seek researchers, collaborators, and research projects that are of interest to the industry. The FY 2022-2023 Request for Proposals should be issued on our regular schedule in early May. The Seedling Survey is underway. Knudson recommended keeping the Research Budget funding at the current funding levels for this coming year.

It was **MOVED** by Derek Ahl and **SECONDED** by Bill Brawley to provide a letter of support to Justin Whitehill for his Specialty Crop Block Grant Project. **MOTION APPROVED.**

Chairman Roger Beyer asked for a recess of the meeting at 1:39 pm to deal with lodging issues that were presented to the Board members staying in the Hilton Garden Inn and reconvened at 2:32 pm.

Governance:

Charles Fowler reported that the Governance Committee sent comments of the proposed changes to CTPB's legal counsel for review and opinion. Meetings with USDA are being planned for Spring 2022 after legal counsel's review.

Out of Order, New Business Item:

Sue Coleman reported that the American Pecan Board decided this month that they will contract with US Custom and Border Protection for collection of their imported pecans. This is in follow-up to the discussion at the April 2021 meeting. USCBP estimates that the system improvements may cost up to 15% more than they did in 2021.

It was **MOVED** by Derek Ahl and **SECONDED** by Mark Schmidlin CTPB to make a one-time offer of \$70,000.00 to the USDA to offset the US Customs and Border Protection costs of adding Christmas tree assessment collections to the USCBP computer system and begin collecting assessments on behalf of the CTPB. **MOTION APPROVED.**

Bill Brawley left the meeting.

It was **MOVED** by Renee Beutell and **SECONDED** by Charles Fowler to authorize the CTPB Executive Committee to offer up to \$10,000.00 additional, if needed, to secure the US Customs collection of assessments on behalf of the CTPB. **MOTION APPROVED.**

Compliance – Marsha Gray reported that Jason Hanselman has had limited hours due to his work with other contractors.

Industry Relations:

- Gary Westlake had nothing new to report.
- Marsha Gary provided updates on future state meeting presentations.

Management Staff Update

- A. 2021 Assessment Collections Report were distributed, and as of February 2, 2022.
- B. Online reporting and payments systems and software continued to be investigated to find a cost-effective solution.
- C. CTPB Annual Reports will be prepared and sent in the spring.

Old Business – There was no old business to come before the Board.

New Business:

- A. Appointment of new committee chairs – Chairman, Roger Beyer, asked all existing Committee Chairs to continue serving their respective Committees at this time.
- B. Resetting Board seat terms where many the Board seats expire concurrently was discussed. The matter will be further investigated by USDA and CTPB management to provide a recommendation to the Board.

Chuck Berry and Bob Schaefer left the meeting.

USDA – no new items to report.

For the Good of the Order/Announcements - no report.

Meeting Schedule:

- A. Regular meetings will be held via Zoom on the 3rd Thursday of March, April, July, August, and September.
- B. Discussion on location for summer in-person meeting. Board tentatively agreed to meet on June 24, 2022, in Burlington, VT in conjunction with the Vermont/New Hampshire Christmas Tree Association Summer meeting. Marsha Gray will confirm that date and location with the Vermont/New Hampshire Christmas Tree Association.

Adjourn:

It was **MOVED** by Charles Fowler and **SECONDED** by Renee Beutell to adjourn the meeting. **MOTION APPROVED.**

Chairman Roger Beyer adjourned the meeting at 3:50 pm MST.

Respectfully Submitted,
Gary Westlake
Secretary