



STATE OF CONNECTICUT  
DEPARTMENT OF AGRICULTURE  
Office of the Commissioner



Bryan P. Hurlburt  
Commissioner

860-713-2507  
www.CTGrown.gov

## Connecticut Apple Marketing Board

### REGULAR MEETING MINUTES

January, 22, 2020

Hartford Regional Market

101 Reserve Road, Hartford, CT 06114

**Members Present:** Brian Kelliher, Donald Preli, Rick Holmberg, Peter Houle

**Members Absent:** Tim Perry, John Rogers, Jeff Sandness

**DoAg staff:** Rebecca Eddy Murphy

**Guests:** Commissioner Bryan Hurlburt (on phone)

1. Welcome – Commissioner Hurlburt called in and discussed concerns held by growers and provided an agency update. Brian Kelliher called the meeting to order at 7:01 PM. Made introductions of members and guests.
2. Review and approval of Regular Meeting Minutes for June 18, 2019. Motion made by Peter Houle. Seconded by Rick Holmberg to approve the minutes. All in favor. Motion passed.
3. Financial Report – Rebecca Eddy Murphy provided a budget update – balance as of January 9, 2020 is 24,980.14. Budget less expenditures is 22,720.24 with \$636 in encumbrances. The outside account with TD Bank has been closed out.
  - a. Board members reviewed the apple assessments received to date. A second notice will be sent to those who have not submitted an assessment.
  - b. Discussion ensued over the proposed budget for 2020. Brian Kelliher made a motion to limit amount paid to US Apples to \$500. Don Preli seconded. All in favor. Motion carried. Peter Houle made a motion to follow the 2019 budget guidelines, less the \$500 maximum to US Apples. Don Preli seconded. All in favor. Motion passed.
4. Old Business
  - a. Board Representation: Discussion of appointment process for new board members
  - b. Non-profit status: Erin Windham will follow up upon return
  - c. Viability Grant Close-out – Final report is due 3/23/2020. Rebecca Eddy Murphy will follow up with Jaime Smith and coordinate with Erin Windham to ensure completion upon her return. Discussion also ensued regarding working with other non-profit entities to pursue future ag viability grant opportunities.
5. New Business



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- a. Ag Day at the Capitol – March 18, 2020: Discussion ensued regarding booth space. Rebecca Eddy Murphy will submit registration form and purchase requisition on behalf of the board. Follow up with Rogers Orchard for apples
  - b. Social Media: Brian Kelliher expressed concern over keeping active social media presence without Sue Muldoon. Rebecca shared that both she and Erin Windham are able to update, post and schedule ads. A blanket PO has been submitted to cover costs of sponsored ads as they are needed.
  - c. CT Grown Marketing Campaign and Outreach: Rebecca Eddy Murphy provided an update on the agency's CT Grown marketing campaign survey and discussed opportunities to highlight apple industry and the start of apple picking.
6. Next Meeting: June 17, 2020
  7. Adjournment – Brian Kelliher motioned to adjourn the meeting. Don Preli seconded. All in favor. The meeting adjourned at 8:19 PM.

Respectfully submitted by Rebecca Eddy, AMIR 2, January 31, 2020