



**STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
CONNECTICUT MARKETING AUTHORITY**



Steven K. Reviczky
Chairman

Linda Piotrowicz
Executive Director

**MINUTES OF MEETING HELD APRIL 13, 2016
CMA Office (Building A), 101 Reserve Road, Hartford, CT 06114**

MEMBERS PRESENT: Chairman Steven Reviczky, Bruce Benedict, Alexis Gazy, David Morse

MEMBERS ABSENT: Randall Fiveash, Frank Musto, Joseph Ruffini

ALSO PRESENT: DoAg/CMA staff and several guests

CALL TO ORDER: Chairman Steven Reviczky called the meeting to order at 10:10 a.m.

APPROVAL OF MINUTES: Members reviewed draft minutes January 13, 2016. David Morse moved approve. Alexis Gazy seconded. The motion carried without discussion.

CHAIRMAN'S REPORT: Commissioner Reviczky provided an update on the state budget and mitigation actions to date, including the inactivation of all vacant positions statewide. He reported that DoAg lost six vacant positions, including the Maintainer 1 position at the Regional Market. He reviewed the agency's prioritization of services and programming prepared at the direction of the Office of Policy and Management in anticipation of further budget reductions. Commissioner Reviczky then provided updates on the Department of Motor Vehicles' use of the Regional Market for Commercial Driver's License Testing, and on recent progress in an effort to work with a licensed general appraiser to determine fair market values for warehouse space, current leaseholds, ground leases, and parking.

EXECUTIVE DIRECTOR'S REPORT: Director Piotrowicz reviewed the Income and Expenses and Short Term Investment Fund reports, explaining DoAg had invited a representative from the Office of the Treasurer to the meeting to provide additional information on the Short Term Investment Fund, but the invitation was not accepted. She provided updates on recent repairs and other maintenance work, and then introduced Rebecca Eddy from DoAg's Agricultural Development Unit to provide details on the 2016 farmers' market promotional campaign funded through a USDA Specialty Crop Block grant.

OTHER REPORTS/PRESENTATIONS: Rebecca Eddy reviewed the farmers' market promotional campaign conducted in 2015, and then provided details on the 2016 campaign to be funded through USDA's Specialty Crop Block grant, including planned radio advertisements in two languages, geo-fencing and other mobile device digital messaging, transit signage, billboards, local newspaper advertisements, and social media, and explained how results would be measured through a survey of farmers' market vendors regarding increases in sales this season.

OTHER BUSINESS: David Morse moved to go into executive session to discuss personnel matters. Bruce Benedict seconded. With all in favor, the authority adjourned into executive session at 11:32 a.m. and exited back into regular session at 12:00 noon. Present during executive session were Chairman Reviczky, Bruce Benedict, Alexis Gazy, David Morse, and Linda Piotrowicz.

NEXT MEETING(S): The next meeting is scheduled for July 13, 2016.

ADJOURNMENT: David Morse moved to adjourn and Alexis Gazy seconded. With all in favor, the meeting concluded at 12:01 p.m.

Respectfully submitted: Linda Piotrowicz
April 13, 2016