

Connecticut Milk Promotion Board

Chair
Steven K. Reviczky
Vice Chair
James Stearns
Secretary
Lucy Nolan
Treasurer
Paul Miller



State of Connecticut
Department of Agriculture
An Equal Opportunity Employer



Connecticut Milk Promotion Board
Meeting Minutes
April 3, 2013
11:00am

Connecticut Department of Agriculture, Large Conference Room

At 10:00am, members of the Milk Promotion Board met jointly with members of the Milk Regulation Board for a presentation by Amanda Aldred of the New England Dairy Promotion Board on milk and nutrition planning in schools.

Commissioner Reviczky convened the meeting of the Milk Promotion Board at 11:14am. The meeting was recessed until 11:40am.

Members Present: Commissioner Steven K. Reviczky (Chair), Peter Orr (Vice Chair), Lucy Nolan (Secretary), Robert Jacquier

Members Absent: Paul Miller (out of state), James Stearns (medical), Joe Greenbacker

- I. **Approval of Minutes of the January 23rd meeting minutes:**
 - a. It was **moved** by Peter Orr, seconded by Robert Jacquier, to accept the meeting minutes as read. Motion carried **unanimously**
- II. **Financial Report**
 - a. Commissioner Reviczky read the financial report in Paul Miller's absence. The commissioner reported that the current balance in the Milk Promotion Board accounts now administered by the Department of Administrative Services now stands at \$142,227.32. It was **moved** by Lucy Nolan, seconded by Peter Orr, to receive the financial report as presented. Motion carried **unanimously**.
- III. **Promotion Discussion**
 - a. Commissioner Reviczky reviewed promotional efforts made by the Milk Promotion Board and other such groups at the event "Ag Day at the Capitol" that had been held on March 20th. A particular crowd favorite was the new banner with the Milk Promotion Board logo purchased for the event. The board now owns two such banners, which are available for use at promotional events around the state.
 - b. Commissioner Reviczky distributed copies of the draft contract between the Connecticut Milk Promotion Board and the New England Dairy Promotion Board. Peter Orr asked that sponsorship recognition of the Connecticut Milk Promotion Board and Connecticut Dairy Farm Families be included in promotion material produced and distributed by the New England Dairy Promotion Board where possible.

- i. It was **moved** by Peter Orr, seconded by Robert Jacquier, to authorize the chairman to enter into a contract with the New England Dairy Promotion Board in an amount not to exceed 85% of the board's yearly anticipated gross revenues. Motion carried **unanimously**.

IV. **Other**

- a. Lucy Nolan mentioned that domain names previously reserved by the board were set to expire in the near future, and that they needed to be renewed. She would furnish the necessary information to Commissioner Reviczky's office. It was decided that this fell under the previously approved \$10,000 to be used for promotion. Further discussion ensued about possible public relations groups to engage to complete the website development.
- b. Peter Orr suggested that teleconferencing be an option for board members for special meetings of the Connecticut Milk Promotion Board.

V. **Next Meeting**

- a. The next regular meeting of the Milk Promotion Board will be in July. The intention is to hold this meeting also jointly with the Milk Regulation Board and invite experts from the University of Connecticut to brief both boards on the Cost of Production study for dairy in Connecticut.

VI. Commissioner Reviczky adjourned the meeting at 12:30pm