

# Connecticut Milk Promotion Board

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



State of Connecticut  
Department of Agriculture  
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## Minutes of the Connecticut Milk Promotion Special Meeting January 23<sup>rd</sup>, 2013

**Present:** Commissioner Steven Reviczky (chair), Peter Orr (vice chair), Paul Miller (treasurer), Lucy Nolan (secretary). Robert Jacquier and Joe Greenbacker, James Stearns

**Absent:** none

**Invited Guest:** Jason Bowsza, Gary Wheelock (New England Dairy Promotion Board)

Meeting called to order at 12:08pm by Chairman Reviczky. Commissioner Reviczky introduced Jason Bowsza, who has replaced Mary Grace Peak.

**Review of minutes of October 19, 2012:** It was moved by Mr. Miller, seconded by Mr. Orr, to approve the minutes as presented. **Motion carries unanimously.**

**Financial Report:** Treasurer Miller reported that funding has been transferred to the Department of Administrative Services for administrative purposes. The total amount transferred was \$83,158.49. The funding will be held in a revolving account. Mr. Orr expressed appreciation for the work done by Treasurer Miller and Commissioner Reviczky. A motion was made by Mr. Orr, seconded by Mr. Greenback to adopt the treasurer's report. **The motion carried unanimously.**

**Promotion Discussion:** The first promotional opportunity to market the new Milk Promotion Board logo is Connecticut Ag Day at the Capitol on March 20<sup>th</sup>. It was discussed that anything with a milk connection should have accompanying promotional material.

A motion was made by Mr. Orr, seconded by Mr. Jacquier, that the Milk Promotion Board authorizes the commissioner's office to spend up to \$10,000 for the purchase of promotional materials, including displays, stickers, poster board, magnets, etc. **The motion carried unanimously.**

Mr. Stearns volunteered to look into the availability of ½ pint samplers to be used by the Milk Promotion Board at CT Ag Day.

Discussion ensued regarding the board's continuing efforts to establish a website for promotional purposes. Mr. Wheelock stated that the New England Dairy Promotion Board could help with this,

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for an additional fee. Also, the board and the New England Dairy Promotion Board are working to establish terms for a new contract.

**Other Business:** Mr. Orr would like to move the April meeting to an earlier date, ideally in the first week of April. It was decided that the Milk Promotion Board would like to hold a joint April meeting with the Milk Regulation Board to discuss the costs of milk production.

The Litchfield Dairy Committee is having a speaker from the University of Connecticut to discuss milk production costs on February 7<sup>th</sup>.

**Adjournment:** The meeting was adjourned at 1:25pm