

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
January 23, 2019
Connecticut Department of Agriculture
450 Columbus Blvd, North Building Conference Room "A"**

Members Present: Commissioner Designee Jeff Beckham, Paul Miller, Jim Stearns and Joe Greenbacker. Lucy Nolan joined at 11:00AM
Members Absent:
DoAg staff: Rebecca Eddy, Nathan Wilson, Jason Bowsza, Jim Allyn and Rebecca Eddy
Guests: Heidi Hockopf, Amanda Aldred and Jenny Karl

- 1) **Welcome** – Jason Bowsza called the meeting to order at 10:31 AM. Mr. Bowsza introduced Jeff Beckham with the Department of Administrative Services (DAS). Mr. Bowsza updated members on the status of Dept. of Agriculture’s Commissioner. Commissioner Melody Currey of DAS has been designated as acting commissioner until a permanent one is named.
- 2) **Review and approval of Regular Meeting Minutes for October 24, 2018** – Motion made by Mr. Miller. Seconded by Joe Greenbacker to approve the minutes. All in favor.
- 3) **Financial Report** – Standing balance is \$524,569.00. The recent expenses included the last two payments of \$132,560.00 to NE Dairy Promotion Board.
- 4) **Old Business**
 - a. New England Dairy Promotion Board Activity update/CDIC Program update.
 - o NEDPB Staff provided an update regarding December media update. grants to Connecticut school districts, Fuel Up to Play 60, dairy social media activities Virtual Tour on Farms, finished a curriculum
 - o Members discussed posters and school materials
 - o \$49,000 for schools. Lower than previous years.
 - o Mr. Bowsza asked questions on the farm to school program efforts.

- Promote healthy food with partnership with NFL brought to East Hartford Synergy school.
- 5th CT school Breakfast Summit. Connecticut went from 51st to 45th in number of schools offering breakfast.
- NEDPB Staff and Sylvia provided an update on CDIC activities and their bylaws.
- Lawyers advised to stop filing CDIC annual reports and stop funding CDIC. Phase out CDIC and dissolve.
- Members and NEDPB discussed the costs to conduct grassroots consumer outreach with checkers product servicing
- Motion by Paul Miller to support the NE Dairy Promotion Board's idea to move CDIC in to dissolution. Seconded by Jim Stearns. All in favor
- b. Social Media Promotional campaign Update**
 - Rebecca Eddy provided a social media update. **(SEE ATTACHED)**

5. New Business

- a. New England Dairy Promotion Board Contract Update**
 - Motion by Mr. Greenbacker to accept the 2018 New England Dairy Promotion Board Final Report. Seconded by Mr. Miller. All in favor.
 - Mr. Wilson provided an update on the 2018 and 2019 New England Dairy Promotion Board contracts.
- b. Ms. Eddy updated members on the 2019 events such as Ag Day at the State Capitol, Dairy month and Harvest New England.**
 - Ag Day – Motion by Mr. Miller to approve a blanket of \$2,000 on print materials for MPB from the DoAg. Seconded by Mr. Greenbacker. All in favor.
 - Motion by Mr. Greenbacker for \$75 fee for Ag Day. Mr. Miller seconded. All in Favor
 - Dairy Day June 9 and contract is with Yard Goats
 - Motion by Ms. Nolan to approve domain name for MPB website annual costs. Seconded by Mr. Miller. All in favor.
 - Motion by Mr. Stearns to approve \$2,000 on social media ads for MPB. Mr. Greenbacker seconded. All in favor.
- c. NADRO**
 - Motion by Mr. Greenbacker to sponsor for \$500 for NADRO conference, plus appropriate support materials. Mr. Miller Seconded. All in favor.

6. Next Meeting – April 24, 2019 at 10:30 AM.

7. Adjournment – Mr. Stearns motioned to adjourn the meeting Mr. Greenbacker seconded. All in favor. The meeting was adjourned at 12:46 PM.

Respectfully submitted by Nathan Wilson, Executive Assistant - January 24, 2019

Connecticut Milk Promotion Board
Provided by Rebecca Eddy, CT Dept. of Agriculture
Outreach/Promotion Update: Q4 2018 (12/18)

Website

- Connected domain name, ctdairy.org
- Launched website on 1/24/18
- 11,950+ visitors to date (1/23/19, increase of more than 2,100)

Q4

- Updated website – farmers by county, new profiles added
- Renewed CT Dairy website on 11/20/18
- Renewed CTdairy.org domain on 12/30/18
- Quarterly website expenditures: \$133.25
Total website expenditures 2018: \$321.49
**Bulk domain renewal due 4/19: \$229.54 (Connecticutmilk.net, connecticutmilk.org, connecticutmilkpromotionboard.com, connecticutmilkpromotionboard.net, connecticutmilkpromotionboard.org, ctdairyfarms.com, ctdairyfarms.net, ctdairyfarms.org, ctmilkpromotionboard.com, ctmilkpromotionboard.net, ctmilkpromotionboard.org,

Press Release/Educational Materials

- Drafted CT Dairy postcard
- Printed 3,000 CT Dairy postcards for event promotion
- Q2 print expenditures: \$476.80
- Created/Printed 4 CT Dairy Posters for event promotion
- Q3 print expenditures: \$160.00
Total print expenditures 2018: \$951.80

Outreach Events

Q2:

- Attended Dairy Day at Hartford Yard Goats on June 3.
- Quarterly outreach expenditures: \$0

Q3:

- Exhibited in CT Building at Big E for one day (Monday, September 17)
- Exhibited at Farm Aid in Homegrown Village (Saturday, September 22)
- Quarterly outreach expenditure: \$0

Q4:

- Entered sponsorship agreement with Hartford Yard Goats, Dairy Day (June 9, 2019)
- CT Farm Bureau Annual Meeting (November 15, 2018)
- Quarterly outreach expenditure: \$5,000
Total outreach expenditures 2018: \$10,325

Social Media

- Launched Connecticut Dairy Facebook page on 1/24/18 www.Facebook.com/CTDairyFarms
- Using #CTdairy and #CTmilk hashtags
- Launched Pinterest page on 1/30/18 www.Pinterest.com/ConnecticutDairy
- 929 Facebook fans to date (1/23/19, increase of 83 since 10/23/18)

CT Dairy Facebook

Q1:

- January 2018, 12 posts, combined reach of 2,083
- February 2018, 25 posts, combined reach of 13,185

- March 2018, 27 posts, combined reach of 24,609
- Total Q1 reach: 39,877
- Total Q1 posts: 64
- Total Q1 social media expenditures: \$130

Q2:

- April 2018, 19 posts, combined reach of 12,256, spent \$25.00
- May 2018, 23 posts, combined reach of 3,571, spent \$5.00
- June 2018, 27 posts, combined reach of 52,559, spent \$140
- Total Q2 reach: 68,386
- Total Q2 posts: 69 posts
- Total Q2 social media expenditures: \$170.00

Q3:

- July 2018, 9 posts, combined reach of 8,223, spent \$30.00
- August 2018, 19 posts, combined reach of 39,457, spent \$50.00
- September 2018, 13 posts, combined reach of 7,981, spent \$10.00
- Total Q3 reach: 55,661
- Total Q3 posts: 41 posts
- Total Q3 social media expenditures: \$90.00

Q4:

- October 2018, 11 posts, combined reach of 21,501, spent \$165.00
- November 2018, 12 posts, combined reach of 15,381, spent \$49.93
- December 2018, 11 posts, combined reach of 8,936, spent \$10.00
- Total Q4 reach: 45,818
- Total Q4 posts: 34 posts
- Total Q4 social media expenditures: \$224.93

Total 2018 social media expenditures: \$614.93
Total 2018 reach: 209,742