

MINUTES TO CONNECTICUT APPLE MARKETING BOARD MEETING
January 21, 2016

The one hundredth & third meeting of the board was held Thursday January 21st at the Regional Market in Hartford, CT. Brian Kelliher, Chairman, convened the meeting at 6.36 p.m. The following were in attendance: Brian Kelliher, Donald Preli, Rick Macsuga, Rick Holmberg, Sue Muldoon, Peter Houle, Tim Perry, Jeff Sandness, John Rogers and Dede Persson took Minutes.

Minutes:

Minutes of the January 6, 2015 meeting were presented and reviewed. Jeff Sandness moved to accept minutes with a second by Don Preli. All in favor, none opposed.

BUSINESS:

2016 Budget:

Brian is in the process of preparing the budget. Line items were discussed amongst the board members and figures will be based on amounts spent in 2014 & 2015. Brian will get the 2016 Budget out soon.

Big E:

Rick M. reported they were at the Big E for two days in 2015. A lot of brochures and apples were handed out & very good feedback received.

Review of State Requirements for General Status- Apple Marketing Board, Sec. 22-54s:

Rick M. explained what this is and how it can impact the Apple Marketing Board in the future. As of this Board Meeting everything remains the same. Rick will keep all members informed if there are any future changes.

USDA/SBG Grant:

Brian stated that the grant money is running low. Different ideas were discussed as to how to best use the remaining funds thru the end of the grant period, Sept. 30, 2016. Rick M. to get in touch with Brian and confirm if funds need to be encumbered or invoiced by the grant end date of 9.30.2016.

Social Media: Sue Muldoon explained that the social media sites have had a lot of activity. She discussed new ideas to continue to attract traffic to the different sites. She also discussed the benefits of hosting an App – and what the yearly expense is.

2015 Apple Assessment Update: Rick reported to the group about 90% of assessments had been returned to date.

Meeting Schedule:

Next meeting will be scheduled for June 21, 2016 – Rick to send out correspondence.

Meeting adjourned at 8.02pm. Motion by Brian Kelliher with a second by Don Preli, none opposed.