



Mass Dairy Promotion Board Meeting Minutes for May 3, 2019

May 3, 2019 | 10:30a.m. - 12:30p.m.

Massachusetts Division of Fisheries & Wildlife

1 Rabbit Hill Road, Westborough, MA 01581

In Attendance:

Ashley Randle – Chair Designee
Katie Rozenas – MDPB Coordinator
Dave Hanson – Vice Chair
Darryl Williams – Treasurer (by phone)
Melissa Griffin – Secretary
Warren Shaw – Board Member
Kathy Herrick – Board Member

Mary Jordan – MDAR

Not in Attendance:

Lynne Bohan – Board Member
Jim Hunt – Board Member
Brian Mckeon – Board Member

The meeting was called to order at 10:36 AM by Chair Designee Ashley Randle.

Coordinator's Updates:

MADF – We granted \$24,550 to MADF for FY19. Rena Sumner reported that this year's project was the development of a master agreement to enable MADF to license the slogan "A Splash of Mass in Every Glass". They developed the style guide – guidelines for how the slogan will be used so farmers and other groups will be able to order products with the farm name or business logo and the MADF "A Splash of Mass in Every Glass" logo. MADF is now looking at how to get the word out about this and how to make it valuable for the dairy industry. Rena thanked the board for their support and said that the booth in the Massachusetts building at the Big E could not be done without the support of the MDPB. WS asked about charging for the brand and Rena responded that it would be up to the board of MADF. The final invoices for the grant will be submitted very soon.

General Business:

Secretary's report: The minutes were amended to omit Board Chair John Lebeaux since AR is serving as Chair Designee and is attending on behalf of JL. DH made a motion to accept the minutes, WS seconded the motion and the motion passed.

Treasurer's report: DW, KR, and MJ are working with Leah Luong at MDAR to get a better handle on encumbered numbers and money that has rolled over from past grants. KR plans to keep reports herself so that we have a better idea what is available for future grant awards. We have \$220,000 available for FY20 grants.

FY2019 YTD:

Total Uncommitted: \$128,350.62

Total Unexpended: \$211,757.36

Total Encumbered: \$83,406.74

FY18 Rollover: \$194,006.97

FY19 Revenue: \$165,772.23

FY19 Revenue YTD: \$359,779.20

2019 Expenses YTD: \$148,021.84

Production report update: KR will start sending letters and making phone calls at the end of May for those who haven't paid yet this year. We still haven't heard from Stillman Dairy even though WS reached out to them at our last meeting. WS agreed to follow up with them again.

WS made a motion to accept the treasurer's report, DH seconded the motion and the motion passed.

Coordinator's Updates (continued):

Stars Among Us Gala – We pledged \$1000 to NEDPB at our last meeting for the Stars Among Us Gala to be held on May 9, 2019 at Gillette Stadium. KR is going and we have one more ticket. The board decided that AR would also attend.

Giveaways – KR would like to order something to have events or use in gift bags; probably 500-1000 of one or two items to have in the office. WS suggested coordinating our items with those that grant awardees would use rather than ordering separate items. DH suggested that he had found hats to be a good conversation starter at events (cow print with our logo on the front and “support MA dairy farmers” on the back). KR said we will have to go through the state procurement system. **WS made a motion to allow KR to spend \$1500 for items that she will procure on our behalf. DH seconded the motion and the motion passed.**

Website update – We have finally received the signed contract back from Fuse Ideas. It needs to be signed by us and then we can pay for what we owe so far this year. KR intends to come up with a work plan for what needs to be changed immediately. We will go out to bid in the fall for a new website (that is user friendly so we can make our own changes and has analytics that we can access) so we are ready with the new company on January 1, 2020 and don't have to go with a website.

Facebook – KR is still trying to understand what we can and can't do on Facebook as a government agency and how best to go about promoting dairy. One idea is Faces of Dairy Farmers Campaign (a smaller scale version of the Cabot virtual farm tours) which could be put out to all 117 dairy farms in MA and interested people can opt to participate. This would not involve spending much money but would get some pictures and stories on Facebook. We can consider a budgeting some money for boosting posts in the future as we get more things on Facebook. NEDPB reached out to us about cross posting with them (we would be able to share their posts without it looking like a share and vice versa) but KR is concerned that it doesn't necessarily draw people back to our page. MG said that it does still get good information out there. KR will continue to talk to NEDPB about this.

NEDPB FY19 Amendment – NEDPB had leftover money from our Zip Trip sponsorship (the Fitchburg Zip Trip was cancelled because of the weather) and are proposing using the remaining funds as a partial sponsorship for their involvement in the Jimmy Fund Scooper Bowl, a 3-day ice cream event held June 4-6, 2019 at City Hall Plaza in Boston. **WS made a motion to approve the amendment to use \$3,533.64 as proposed within the original objectives of the FY19 grant. DH seconded the motion and the motion passed.**

New Business:

2019 Northeast Association of State Departments of Agriculture – AR is working with MJ on planning the NEASDA conference in Brewster, MA June 2-5. There will be a dairy panel of Katherine De Ronde, Myron Inglis, Bob Gray, and Mark Duffy on the agenda. They anticipate 130 attendees over the 3 days.

FY20 Dairy Promotion Grant Application Review – DH asked about using “A Splash of Mass in Every Glass” branding on giveaways used by our grant recipients. KR responded that we could possibly do co-branding with MADF's approval.

MA Cheese Guild called because they didn't know they had to send a paper copy, but they didn't email a copy either. KR hasn't been able to get in touch with them because the voicemail box is full.

We received applications from 7 groups and need to decide who we want to bring in for presentations on May 14, 2019.

CISA \$50,750.50

ESE \$20,700

NEDPB \$60,000

MADF \$34,100

NOFA \$23,890

NEDFC \$60,000

Topsfield \$35,909

Total: \$285,349.50

The board discussed the applications.

WS made a motion to invite CISA to present on May 14, DH seconded the motion and the motion passed. WS made a motion to invite ESE to present on May 14, KH seconded the motion and the motion passed. DH made a motion to invite NEDPB to present on May 14, WS seconded the motion and the motion passed. KH made a motion to invite MADF to present on May 14, WS seconded the motion and the motion passed. MG made a motion to invite NOFA to present on May 14, WS seconded the motion and the motion passed. WS made a motion to let NEDFC know that there was a very positive reaction to the proposal and Lisa Robinson could come on May 14 if she wanted to, but it was optional. DH seconded the motion and the motion passed. WS made a motion to invite Topsfield Fair to present on May 14, MG seconded the motion and the motion passed.

Board members were asked to send any specific questions about the proposals to KR by Monday. She will contact all the grant applicants and give those asked to present on May 14, 2019 time slots for presentations (10 minutes for presentations and 5 minutes for questions).

Board Updates:

DH reported that Hanson Farm is hosting their annual Spring Fling at 9 AM on May 4, 2019. The MADF summer picnic is on Friday August 9, 2019 at Tully Farms in Dunstable.

Public comment:

MJ asked if the MDPB chair or coordinator could join the Sunday night MADF calls to give MDPB updates. DH replied that he and DW regularly give updates on the calls after every MDPB meeting, but if others want to call in, they should contact Dave Shephard.

Next Meeting Date:

Tuesday May 14th 10:30 AM Massachusetts Division of Fisheries and Wildlife, Room 110, Westborough.

KH made a motion to adjourn the meeting, WS seconded the motion and the meeting adjourned at 1:16 PM.

Respectfully Submitted,
Melissa Griffin | MDPB Secretary