

MDPB Minutes 3/17/15, MFBO, 249 Lakeside Ave., Marlborough, Ma

In attendance:

Mary Jordan - Chair
Sam Shields—Vice Chair
Darryl Williams – Treasurer
Krisanne Koebke - Secretary
Warren Shaw—Board Member
Kathy Herrick—Board Member
Dave Hanson – Board Member

Julia Grimaldi, MDPB Coordinator

Not in attendance:

Lynne Bohan—Board Member
Sean Faherty – ANF

Guests: Jan Stallone, Popcorn Indiana

Meeting called to order by Mary Jordan at 10:32

General Business:

Secretary's Report: Motion to accept the minutes from 1/13/15
Motion to accept Dave H
2nd by Darryl to accept
All in favor

Treasurer's Report: numbers as of 3/17/15

Total revenue 2015: \$18,286.76
Total Expenses: \$11,127.28
Uncommitted Balance: \$154,782.14
Warren moves to accept treasurer's report
Sam 2nd to accept
All in favor

Updates:

1) Remote participation for a public meeting policy. There are five reason for remote participation as stated in the guidelines
Darryl moves to accept the remote participation AG regulations
Dave 2nds the motion
All in favor to accept

2) Warren participated in FUTP 60 Lowell High (Seniors) breakfast event. Devon McCourty (Patriots) great spokes person. Great event. Samples of breakfast foods, q & a about dairy products & dairy nutrition. Received a FUTP 60 grant. Susan Shields also participated at a

Boston event in Brighton. Cabot foundation to make \$25,000 to FUTP 60. There is value of school events.

3) Dairy Excellence Brochure: Pennsylvania Farm Show. Center for Dairy Excellence & PA Dairy Promotion. For review. Mary shared her experience at the PA Farm Show.

4) CISA: In regards to the current contract—asking for a no cost extension (\$2,000 left for Dr. Lass to go towards FY2016, \$1,000 to go to Central Mass Grown the new Buy Local in Worcester County). The board needs to approve the extension, moved by Warren Shaw, seconded by Dave Hanson, additional discussion centered on accolades for Kelly for coming to us for approval before making the changes, all in favor. Mary suggested Julia add a note to her email letting Kelly know that her efforts are appreciated.

5) Green Pastures Award: Massoud H. has solicited our input for nominees. Board discussion centered on whether or not we wanted to get involved, & all decided against.

Old Business:

1) 2014 Progress Reports: Jill's was included in our mailed packet, Lisa supplied one via email which was provided in our handouts today. Moving forward we will ask for any kind of financial details that are available at the time of mid-term reports. Darryl asked that maybe in the future we could have a copy of the budget from the original contract/scope of work so that they can easily be compared to mid-term numbers. All were in agreement. Julia went over Lisa's responses quickly. One particular point of interest was the amount of money that is put towards MA schools from outside of MA. Each of the other states does have their own program, but much of the money does go back to NEDPB.

2) Annual meeting feedback: Warren gave it a thumbs up, kudos to Henry Gillet for his efforts. MADF was pleased with how it went.

New Business:

Warren: We set criteria for the proposal, some proposals did not meet the criteria, can we still make the awards?

Sam: We did not convey the right information to the grantees because the proposals did not reflect the criteria.

Krisanne: We can score them lower if they did not meet the criteria,

FY 16 Grant Proposal Discussions

Board decides to review each proposal, discuss amongst themselves and make final decisions at the end of each discussion.

Total funding request: \$190,438. FRF proposes \$200,000 grants available

1) NEDFC- \$60,000 – Strong program gets milk to schools increases product exposure. This funding goes directly to Mass school breakfast programs. Would increased funds to FUTP 60 if it could get more schools receiving FUTP 60 grants.

2) CISA - \$41,000 – Proposals need more coordination and accountability from the buy-locals. The promotion needs to be coordinated to include broader messaging inclusive of the entire

industry (regardless of market for the milk) & the nutritional messages as stated in the RFR, as well as non buy-local membership because the funding is coming from all members.

3) MGC - \$35,013 – Small market, new organization. They met the criteria. They did show that sales would be collected. Proposal shows the commitment. Board is not committed to full funding of the project.

4) NEDPB - \$25,000 – Did not meet criteria for the proposal. How do these projects increase milk sales? The nutrition piece is not specific. Project three does fulfill education and outreach goal.

5) Big E - \$15,000 – New signage with nutritional messaging about butter and dairy benefit. Improvement of all exhibits. More input from Board prior to exhibits. Include our video.

6) MF2S - \$9,000 – Are they coordinating their promotional efforts with FUTP 60? Does not meet the criteria. Elements have potential, but it does seem like a lot of overlap with other projects we support.

7) MAC - \$5,425 – To include “June” Dairy month sponsorship (\$250) with a photo of a bovine. Video content needs to address our messaging : Economics & nutrition.

Awards:

1) NEDFC - \$60,000 – Warren--Julia to have a discussion with Lisa B: Would a further investment of dairy promo money add new Ma schools? Motion Warren, Darryl 2nd. All approved

2) CISA - \$41,000 – Warren--Julia to negotiate broader messaging. Warren made motion to accept, Sam 2nd motion. Include notes provided previously in project negotiation. All in favor

3) MGC - \$35,013 – Sam made a motion to fund MGC \$20,000, 2nd by Krisanne. Nutritional objective to be included in promotion of the product. All approved.

4) NEDPB - \$25,000 – Darryl motion that we only accept project three for \$10,500. Warren 2nd. All in favor

5) Big E - \$15,000 – Darryl makes the motion to accept \$15,000. Warren 2nd. New messaging as stated above. All in favor.

6) MF2S - \$9,000 – Sam to not fund the project, 2nd Darryl. Outreach to universities has been done. Did not meet the criteria. Apply again. All in favor

7) MAC - \$5,425 Krisanne to make the motion, Sam 2nd. Include notes above. All in favor.

\$151,925 approved in grant funds.

Next Meeting: April 28, 2015 @ 10 am

Public comment:

Motion made by Krisanne. 2ND by Sam. All in favor

Meeting Adjourned @ 2:30.

Respectfully submitted
Krisanne Koebke, Secretary