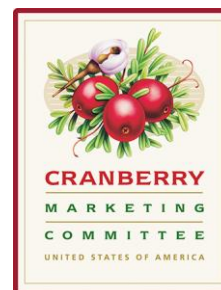


**2018 CONFERENCE CALL MEETING MINUTES  
NOVEMBER 26, 2018**



**MONDAY NOVEMBER 26, 2018**

The CMC conference call on Monday, November 26, 2018 was called to order by Chairman Rogers at 12:00 pm. The Chair gave a brief overview that the purpose of the call was to discuss the current and future of CMC’s domestic promotion program. He reviewed the rules of order for the call and requested the CMC’s Executive Director to call the roll. To fill vacancies, the Executive Director seated Mr. Darlington for Mr. Lee as the District 2 Major Co-Operative voting member until Mr. Lee arrived for the call, Mr. Mauck for Mr. Gardner as the District 3 Independent voting member, Dr. White for Dr. O’Guinn as the voting Public Member, and Mr. Stein as the District 1 Major Co-operative voting member to fill the Chair’s voting member seat. Chairman Rogers reported that although we are short one Independent voting member, we do have a quorum present.

<u>Member</u>	<u>P/A</u>	<u>Member</u>	<u>P/A</u>	<u>Alternate</u>	<u>P/A</u>
Larry Harju	P	George Rogers	P	Adrienne Mollor	A
Dawn Gates-Allen	P	Jim Rezendes	P	Parker Mauck	P
Stephen Lee	P			Joe Darlington	P
William Poinsett	P			Tom Gerber	A
Wayne Gardner	A	Vicki Nemitz	P	Jim Van Wychen	A
Martin Potter	P	David Bartling	P	Jill Amundson	P
Ron Puhl	A			Nick Puhl	A
Kevin Hatton	P			Jack Stein III	P
Doug Rifleman	P			Michael Viano	A
Thomas O’Guinn	A			D. Steven White, Ph. D	P

Also present on the call were Doris Jamieson, the CMC’s USDA Marketing Specialist, and CMC staff members Karen Cahill and Dotty Pipher.

Chairman Rogers stated during the CMC 2018 August meeting the Committee voted to spend \$214K for the 2018-2019 Domestic Promotion Budget. In addition, a subcommittee was formed to review CMC’s domestic program and bring recommendations to the full Committee on whether to continue the program or not, and to provide a reason for their recommendations. During the two calls held by the subcommittee, the group agreed that the CMC doesn’t spend enough money to move the needle and they recommend a maintenance program be set up and executed in- house. Chairman Rogers has asked the CMC’s Communications and Marketing Specialist, Ms. Karen Cahill, to put together a maintenance program to be presented to the full Committee in

February and has asked the Executive Director to let Pollock Communications know to not spend any resources in developing a domestic promotion program for the 2019-2020 crop year.

Discussions included:

- The subcommittees' recommendation that at a minimum the CMC would need \$5-10 million to make a difference to move the needle in the domestic market
- What types of activities could be done by staff and could be included in a domestic promotion maintenance program for 2019-2020
- The budget to be presented to the full Committee will include an estimated cost for each activity and will range between \$25,000 - \$50,000 in total for the 2019-2020 crop year.

The Executive Director stated that the subcommittee is recommending that we should review on an annual basis if there is a need to expand on our domestic promotion efforts should there be any opportunities that arise.

Chairman Rogers reviewed the cash flow spreadsheet that was sent to the Committee via email that shows the funds already spent by Pollock Communications that were included in the 2018-2019 approved domestic program budget.

After further discussion, **Mr. Rezendes made a motion for Pollock Communications to continue the AllAmeriCRAN BBQ: Long Lead Editor Deskside Meetings and Syndicated Feature Article programs and to discontinue the AllAmeriCRAN BBQ: Targeted Media Outreach and Creative Editor Mailers, 2019 School Nutrition Association (SNA) ANC and the Retail Partnerships activities and to have CMC's Communications and Marketing Specialist attend and represent the CMC at the 2019 SNA Conference in July 2019. Seconded by, Mr. White. Motion was carried unanimously.**

Hearing no further comments, Chairman Rogers adjourned the call at 12:47 pm.

Respectfully submitted,

Michelle Hogan