

**MINUTES TO CONNECTICUT APPLE MARKETING BOARD MEETING**  
**August 21, 2013**

The one hundredth & one meeting of the board was held Wednesday August 21, 2013 at the Regional Market in Hartford, CT. Brian Kelliher, Chairman, convened the meeting at 7:06 p.m. The following were in attendance: Brian Kelliher, Donald Preli, Rick Macsuga, Rick Holmberg, Sue Muldoon and Dede Persson took Minutes.

**MINUTES:**

Minutes of the June 5, 2012 were presented and reviewed. A correction will be made to the Minutes: the grant applied for by Agriculture Dept was \$475,000.00, only \$56,995.00 was applied for thru the Special Block Grant. Rick Holmberg moved to accept minutes with the update, a second by Don Preli. All in favor, none opposed.

**TREASURER'S REPORT:**

Rick Macsuga reviewed the current balances in the checking and savings accounts. Pete Houle was not able to attend the meeting, a Treasurer's Report will be sent out by Rick Macsuga once available.

**BUSINESS:**

**BIG E:**

This year the goal is to participate for 1 or 2 days, which would require 10-20 cases of donated apples. All Board Members in attendance agreed to the donation.

**Apple Donation Request:**

Hartford Marathon has a kids marathon portion that finishes at Rentschler Field. A request was received by Rick to donate apples. A motion was proposed by Rick to provide 20 – 24 cases for the children, all in favor, none opposed.

**US Apple Donations:** Rick reported he received a requested donation of approximately \$3384.00.

**Brochure & Recipe Inventory:**

5,000 to be printed by Rick— quantity should last about one year, more can be printed if needed. Recipes will be updated to reflect different recipes. Will add social media icons & apple varieties will be changed, add a few new ones and take off a few varieties. Updating approved by all Board Members. Sue to send Apple Recipes & Apple Varieties to printer, turn around time is approximately 6 days.

**Special Block Grant Plans:**

Brian stated that although the application has been submitted and all questions have been answered, there is no confirmation of the grant being approved yet. Confirmation will be heard in October 2013 if grant approved for \$56,995.00.

**Social Media:** Sue Muldoon is in process of revamping the website, to adjust for tablets & iPhones and also working on creating an App and a children's program. She is running Ad's on social media site – that are very successful.

**Assessment Update:** Rick stated all of last years assessments were returned promptly. This years will be sent out soon.

**Promotion Plans:** Future plans are for apple tastings at different venues, Farmers Markets and at Ag Day.

**New Members:** Members from the West are needed.

**Meeting Schedule:**

Next meeting will be scheduled for January 2014 – Rick to send out correspondence.

**OTHER BUSINESS:**

A motion was made to donate \$500.00 to NE Apple for annual membership – all in favor, none opposed.

Sue Muldoon will provide a social media presentation at the Pomological Society Meeting on December 2, 2013.

Meeting adjourned at 8.10pm. Motion by Rick Macsuga with a second by Don Preli, none opposed.