



Champlain Valley Farmer Coalition, Inc.

Wednesday, July 1, 2020

Virtual/Remote Meeting due to COVID-19 Protocols

In attendance: Brian Kemp, Jeff Carter, Kirsten Workman, Marie Audet, John Roberts, Lorenzo Whitcomb, Loren Wood, Eric Clifford, George Foster, Ben Dykema, David Conant

9:30 am Directors Business Meeting

Call to order & President's Report

Brian Kemp

Brian has information from Jane that he will augment John's report

Executive Director Report

John Roberts

Legislative Update – COVID Relief funding

- Passed s-351 yesterday with funding for producers, farmers market, VHCB
 - Application form not quite ready (VAAF), but will be ready soon
 - Will be online submission only
 - Need a w-9 on file (now) with VAAF
 - Accuracy is KEY.... mistakes push you to the back of the line
 - Small - \$14,500
 - CSFO \$29,000
 - MFO \$55,000
 - LFO \$100,00
 - Amounts listed are maximum amounts if losses can be proven at that level
 - CFAP \$\$ can't double dip. Although losses after CFAP
- Waiting for signature from the governor.
- One question is if 15% reduction requirements (DFA) counts as a loss
 -

He has been calling lots of members, both farmers and ag businesses. Don't hesitate to reach out to him directly with any concerns, issues, questions. Met with Dave & Lorenzo yesterday (using proper COVID protocol). He is happy to do that with others

Was working on an article about the state of the dairy industry to help respond to some of the legislative comments about bailing out a failing industry, but Anson Tebbets already did one:

<https://vtdigger.org/2020/06/26/anson-tebbets-to-support-vermonters-choose-vermont-dairy/>

Working on grant deliverables (partner database, events, etc).

Secretary Report

Kirsten Workman

- Review and approve June meeting minutes (attached)
Motion to approve June minutes: Ben Dykema
Second: Lorenzo Whitcomb

Passed (7/0/0)

- No new member applications

Treasurer Report

Jeff Carter

Jeff shared the balance sheet and profit & loss through July 1st. \$53,000 in

Waiting for a check for \$82,743 from VAAFm that is on its way

Payroll working. Taxes will be filed with accountant shortly.

Motion to approve treasurer's report: George Foster

Second: Loren Wood/Marie Audet

Discussion: None

Passed (7/0/0)

RFP for Communications Consultant

John & Kirsten

Kirsten will email a draft prior to meeting for your review.

We will review and finalize the RFP to recruit a communications consultant per our Clean Water grant to assist us in outreach, media and communications.

Jeff: the website could suck up all the money if it goes too far.

Ben: what are we really trying to accomplish? The budget won't go far. The website might be more a student project

Brian: de-emphasize the web design portion more and focus more on press releases, media, finished pieces. Figure out what our target audience is and direct things there.

David: asked if John would be comfortable working on website? Never done it, but could try and figure it out. What is the best way to get our work out there? Facebook with videos seems to really get a lot of traffic. If we put ourselves out there, we will also get negative feedback, but it is probably still important to do it. Many folks in the general public don't know we exist

Loren: still like the three main ones Press Releases, educational materials, brochures/pamphlets

Marie: There is so much information that isn't known about farmers and what we do. Make sure legislators are one of our target audiences. Plan another January program at the state house to inform educators. It's the perfect time to put emphasize on the economic impact.

Kirsten will make edits and try and get out the initial circle by end of week

Where to distribute?

- Diane Bothfeld mailing list
- Lisa Halvorson
- Members
- UVM and other universities
- In-deed
- Farm to plate network (VSJF)

Other Updates/Issues

All

Strategic Plan Update – will revisit in detail in August

Press Release will go out in the Middlebury Extension summer newsletter

Motion to ADJOURN Meeting: Marie

Second: David Conant

Next meeting on August 5th...