



Champlain Valley Farmer Coalition Inc.

Wednesday, August 5, 2020

Hybrid Meeting – In person and Virtual/Remote Meeting

PHYSICAL LOCATION:

Clifford Camp
56 Dimick Road (just off of East Shore Lane)
Hinesburg, VT

ZOOM LOCATION:

Join Zoom Meeting
<https://uvmextension.zoom.us/j/7672674868>
Meeting ID: 767 267 4868
Dial in by phone: 1-646-876-9923

In attendance:

Zoom – Marie Audet, George Foster, Kirsten Workman

In Hinesburg – John Roberts, Brian Kemp, Lorenzo Whitcomb, Ray Brands, Eric Clifford, David Conant, Tim Kayhart

9:30 am Directors Business Meeting

9:46 Call to order & President's Report

Brian Kemp

COVID response applications are happening, let us know if you need assistance. Still waiting for non-dairy application to be released.

Executive Director Report

John Roberts

Spoke with Diane Bothfeld about COVID relief. Biggest problem is getting the right backup information and the right milk check to match up. There is a lot of funding available and they want to make sure folks take advantage of it. FAQ gets updated continuously as questions come in. Also lots of assistance from VHCB for application assistance. Still time...deadline September 30th.

- Member Relations
Working on making phone calls to all members
- Organizational Outreach
Lake Champlain Chamber of commerce...going through some transition of leadership
Dean Leslie Parise (UVM CALS)
- Grant/Project Activity Update
Training for partner database...will be working hard on getting lots of practices entered this fall
Marli Rupe would like to come talk about new RCPP program. \$10 million/5 years, more flexible than last one, could be used for any water quality improvement (not only match for agency/EQIP). Also wetlands. Brian mentioned the example of his manure storage. BMP program funding got cut from \$1 million to \$200K. NRCS is under instruction to only fund highest need/problem. Funding is there, but ranking issues are preventing 'voluntary' projects.
Invite Marli September meeting – general membership meeting as well

He also met with Paul Doton and Jennifer Burn at CRWFA, would like to partner more.

Newsletter – not everyone got it? Hard to read on phone...send out hard copies.

- Legislative Update
Meeting with Matt Birone (Vergennes) tomorrow to talk about basic ag issues, not well connected with ag landscape/issues
Henry Pearl, young dairy farmer, running in Danville

Secretary Report

Kirsten Workman

- Review and approve July meeting minutes (attached)
- No new member applications, but a couple likely candidates in the hopper.

Motion to accept July meeting minutes: Ray Brands

Second: Eric Clifford

Discussion: none

Passed (8/0/0)

Treasurer Report

Kirsten Workman for Jeff Carter

- Review July financial reports
Kirsten reviewed the Balance Sheet, Profit & Loss, and Grant Income & Expense

Motion: David Conant

Second: Ray Brands

Discussion: none

Passed (9/0/0)

RFP for Communications Consultant

All

John sent RFP out to six different companies, 4 responses, communicated with all of them.

All of them mention the website in some way as being important, but diverged in how they approach it. Lots of variability among proposals.

- Brian: the three higher proposals can gobble up the budget quickly, with Sarah we may be
- Eric: agrees, just meeting with John would take up a lot of those hours without much progress
- Lorenzo: Place creative logo was off base
- Marie: will abstain from decision making (married to her son), but she hired her to do all the campaign materials, fundraisers, and did it so quickly, prolific writer and story teller, vested in agriculture and our area, got dairy on NBC nightly news to affirm the food safety of milk, haven't talked to her about it at all
- John: more familiar with Marty Cohn, but unsure of the local access TV idea,
- David: they all have tremendous credentials, but having Sarah on board could bring us some longevity (post contract), and was impressed, keeping things in house/ownership, can relate our work to the general public
- George: agrees, tied in to and passionate about agriculture, not just an advertising firm

- Kirsten: storytelling piece is key
- Lorenzo...tools we can continue to use.

Rule out Place Creative from the top.

Motion to select Sarah Audet: George Foster

Second: Ray Brands

Discussion: none

(7/0/1)

We will review proposals and select the winning contractor.

Please see the attached chart to help organize thoughts, comments, etc.

Other Updates/Issues

All

Strategic Plan Update – please review and be prepared to discuss in September, along with Communications plan, etc.

George: Otter Creek NRCD permission for CPS

UVM Leadership – CALS, PSS (October)

Other Updates, announcements

All

10:51 Motion to ADJOURN Meeting: Ray Brands Passed
Next Meeting...September 2,2020