

Champlain Valley Farmers Coalition, Inc.

Wednesday, May 11, 2016
UVM Extension Office, 23 Pond Lane, Middlebury, VT



Directors Business Meeting

Brian Kemp
George Foster
Loren Wood
Peter James
Jeff Carter
Kirsten Workman
Rachel Orr

9:37 am Meeting Called to Order

Opening Comments

Approve Minutes from last Board meeting

Motion to approve April Minutes: George

Second: Brian Kemp

Discussion:

Passed (4/0/0)

Membership Applications and Approvals

None this meeting

Financial Report to the Board

Jeff presented Balance Sheet and Profit & Loss Statement through May 11, 2016

Picking up non-profit tax package

Motion to approve Treasurer's Report: Loren Wood

Second: Brian Kemp

Discussion:

Passed (5/0/0)

Dairy Outreach Coordinator Position - Update

3 interviews, offered position, declined

Stick with \$500 budget for advertising

Other Business _____

LFO/MFO Letters

Open Membership Meeting

Middlebury Students, faculty
Ethan Swift, DEC
Eric Severy
Matt Biette
Kristin Williams
Rene Saenger
Ed Schilliwaski

Chase Goodrich
Ernie Audet
Rico Balzano
Ron Hill
Brian Hill
Kylie Quesnell

10:00 Welcome and CVFC President Comments - Brian Kemp

- Update on DOC Position hiring
- Chuck Ross confirmed there will be public comment, but no leg. Committee meetings, amendments can happen in January
- Chuck is willing to meet with CVFC

10:15 improving public outreach about your farm – Laura Hardie, New England Dairy Promotion Board

Called in from Chicago at Dairy Sustainability Awards

- Key messaging... 'Telling Your Story' Key Message booklet. A lot of topics are covered: environment, animal care, food safety, health & wellness, community. Uses it for media responses, letters to the editor, public events, etc.
- Online version: Dairy Hub. Anyone interested having access, Laura can get you signed up. Farmers from around the country participate. She can send Kirsten information to share with all members.
- Talking to media. Dairy farmers met with WCAX news director and shared concerns about how farmers were being portrayed. He wants a list of farms within 20 minutes of Burlington. Share with Laura. Could they partner with Across the Fence? Laura would meet with farmers ahead of time, so that if a reporter calls they feel prepared.
- Video. Work together to share messages that are consistent across the state. Caring and stewarding the land while providing economic impact to the state.
 - Short attention spans...hook them in 10 seconds, lose 50% after a minute
 - Nothing longer than two minutes...\$1500-\$2000. Do we have budget, does NE Dairy have budget? Haven't talked about it for a while...also advertising budget.
 - Will talk with members and see where people are at. Laura could help keep it moving, could be a conduit.
 - Vince Franke, Waterbury, Peregrine Productions. Has done work with Keurig/GM. (<http://peregrineproductions.com/>)
 - Get back to Laura with budget and topics

10:45 Middlebury College Water Quality and Tile Drainage - Final Project Report to Farmers

Emman Homans, Hilary Niles, Ben Harris and Morgan Raith presented their project, "Water Quality and Tile Drainage in Addison County"

Continue conversation with LCBP on June 9th.

11:15 We need a plan for response about the Required Agricultural Practices that are about to be finalized.

A discussion about how we will respond to the final public input about the legislation before it takes effect in September. Review the comments we made in a letter to Agency of Agriculture to be sure we have a unified opinion expressed about these new rules. Are we set if the public comment period is the same day you want to plant or harvest crops?

- Is our last letter still stand? Depends on what Draft 3 looks like.
- Schedule Chuck Ross for June 1st

Move to adjourn: Peter James

Seconded: George Foster

Meeting adjourned at 12:15 pm.

Other Business: _____

12:00 ADJOURN Meeting

Reminder: Next CVFC Board of Directors Meeting – June 1, 2016