

**CONNECTICUT POULTRY ASSOCIATION, INC.**  
**General Meeting**  
**7 PM, Tuesday, September 25, 2018**  
**Room 209, George White Building (Animal Science)**  
**University of Connecticut, Storrs 06269-4040**  
<http://www.ctpoultry.org>  
**MINUTES**

**Call to Order and Introductions** – The meeting was called to order at 7:09 pm by CPA President Nicole McKay.

**Members Present:** Nicole McKay, Eleanore Provencal, Mike Pennington, Rich Ray, Gary Proctor, Erica Scherzer

**Secretary's Report:** Passed out the minutes from the last meeting (August 21st, 2018). Minutes accepted at 7:23pm

**Treasurer's Report:** Handed out report, fairs gave us funds. Loss over the past couple months in our accounts. Accepted at 7:25pm.

**Fairs:** Woodstock Fair went well, no chicks Friday though. Only 1 on Saturday. Eleanore will order 1000 more of the “chicken hats”. Maybe have an FAQ on the main questions asked. Struggled to get volunteers, possibly due to lose of Dr. Darre. Maybe start earlier next year. Reach out to other poultry producers (Dept of AG has list).

Nicole is attending a 4H dinner to give away from CPA “prizes”.

Celebrating AG Day - Went very well, over 3000 people.

Check with Lisa at UConn to make sure eggs are put in correctly next time.

Plan for Big E earlier next year, why did they switch our dates? Need to know dates earlier.

**CVMDL:** Nicole has her first meeting soon, Erica will substitute as Nicole cannot make it.

**MPPU Update:** None

**Legal Food Hub** - Erica and Eleanor joined the call. Erica will be president of new business entity we are creating. Need to come up with a name and bylaws. CAPE, CT Agriculture and Poultry Education. Eleanor has the bylaws. Letter of agreement was given to Erica, she will contact the attorney. Pro Bono, only need to pay to register with Secretary of State. Less than \$500. Two meetings a year minimum. Before or after our normal CPA meeting.

**SNACT 2018 Foxwoods** - They want the CPA as a vendor guest. Given lots of materials for distribution at this event. Pull up floor banner, roughly 200 people in attendance. Budget up to \$2800 above the \$10,250 for more materials from Finerline. We cannot be a sponsor unless the CPA will pay for it. Rich will be at the event and bringing materials. Erica and Gary will be there too, Friday Nov 2nd.

Order some CPA tshirts for this event for everyone to wear.

**Web/Social Media Report** - Added AEB section to our website, may help to cover costs of hosting. Our webhost migrated to new servers, site loads up much quicker. Also enabled HTTPS. Automatic backup has been setup as well.

**Magnetic name tags** - Mike will look up.

**New Member Recruitment** - Still in the works.

**AEB- grants update.**

-Executive State Board Meeting, Eleanore attended. Cooking demo with Chef Joel Gargano. \$3500 quote for recording and media related stuff for 8 hours by Coastal. Will provide a full, post production video for social media and website. Trying to get Jacques Pepin as well. Jordan Rizza is rep for Coastal.

Date 9/24/18

Client American Egg Board / Grano CT

Contacts: Joel Gargano

Rep. Jordan Rizza

Overview 1 Day Digital Video Shoot - Producing 6X edited video cooking

RATE CARD

Publication: Description:

Rate PER

INSERTION

Editorial Video Rate 2018 Digital Custom Content Video \$3,500

2018 Full Page Rate Discounted Rate 2018 \$1,935

Advertising Creative Services Standard Rate \$350

Additional changes requested will be billed @ Per Hour Rate / Changes \$200

Digital E-newsletter Sponsor Partnership Placement: Digital Edition \$640.00

Website ROS Per Month ROS Square Banners \$375.00

## PROPOSAL

### PRODUCT DESCRIPTION

1 Day Video Shoot Chef Cooking Demonstration \$3,500.00

Coastal Content, LLC to provide the following: Pre-Production: Shoot scheduling, creative direction, crew and

Production: Producing/directing, lighting, filming, and assistance

Post Production: Editing, music selection, and color correction

Output: Deliver final videos for web and social media

American Egg Board / Grano CT to provide The kitchen location including, all necessary cooking equipment

utensils, ovens, stove top, etc.

Chef / Talent

Food, set design and props

TOTAL MEDIA & CREATIVE \$3,500

### TERMS

#### OUR ADVERTORIAL/CREATIVE SERVICES FEES DO INCLUDE:

- Two rounds of creative for approval/revisions
- Original videography/shoots, art or illustrations
- Delivery/messengers or travel expenses

#### TERMS—CLIENT AGREES THAT:

- Final files will be sent to client as JPG, PDFs, Docx, and mp4
- Additional changes requested will be billed @ \$200 Per Hour
- Payment is due 50% upon signing and balance prior release

### AUTHORIZATION

The signature below indicates the authorized representative requests that Coastal Content immediately begin the project, and agreeing to all

deadlines, parameters and payments as described in this SOW.

Name (please print) Title

Signature Date

-Do some sort of tri-state (CT, RI, MA) collaborative, neither RI or MA get money, but using the CPA's money we can probably come up with some great ideas and plans as a group. Reach out

to the schools, extension agencies, etc. Save this for next year.

-Spotlight a farmer, library talks, other advertising venues.

-Rich placed 2 calls to inquire about advertising with UConn, waiting to hear back.

**Homework -**

Rich - Complete forms for SNACT, reaching out to UConn

Mike - Business cards and magnetic name tags

Erica - Sign and go over letter regarding new committee. Need to submit still.

Eleanore - Order 1000 chicken hats, display stands for grocery stores, and AEB shirts.

Nicole - Talk to Brenda

**Next Meeting** - Tues Oct 30th 7:00PM - Room 209 reserved.

**Adjourn:** The meeting was adjourned at 8:31 pm.

Respectfully submitted by Mike Pennington-Martel, Secretary to the CPA.

**All CPA meetings are open to all who have an interest or stake in the poultry industry. All poultry producers are encouraged to attend and provide input to the business of the association.**