

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Teleconference

April 15, 2015; 9:00 a.m.

Committee Members Participating:

Antonio Dominguez Brad Rader
 Eric Larson Jennifer Ryan
 Hector Lujan Mark Van Mersbergen

Others Participating:

Tom Krugman Deborah Simmons Tarun Harit
 Tom Skilton Allison Beadle

x = participating o = absent

A. Establish Quorum

The Conference Call was called to order at 9:05 a.m. Although a quorum was not yet present, as two members had schedule conflicts, the meeting began.

B. Proposed FY 2016 Budget and Narrative

Tom referred Committee members to the PowerPoint that had been presented at the last meeting, noting that the only change was to move \$10,000 from Product Nutrition Data to Health Professionals communications. This was done as a result of further discussions with USDA/ARS on conducting a nutrition analysis of the various frozen raspberry products. The total budget had not changed.

In reviewing the budget, he noted a change in allocation in Administrative Overhead expenses to recognize a greater portion of time being spent to administer marketing programs. He reported that a similar re-allocation had occurred in the proposed Research budget. For FY 2016, all Operations expenses will be borne by the General Administration budget. Travel and meetings also showed a greater allocation to Marketing for the same reasons as for Administrative Overhead.

The proposed Marketing Programs budget reflected all activities being managed by Salt & Company, and followed from the presentation made during the last conference call. In total, the proposed FY 2016 budget was \$848,600 compared to the current DY 2015 budget of \$836,150. With the Committee only seeing proposed expenses, Antonio asked whether this level of expenditure was sustainable, and was there sufficient income to support it. Tom said that determining available funds for all programs, research and marketing, was accomplished by

projecting current year-end expenses to determine carry forward, then estimating the domestic crop and forecasting levels of imports. From there, a budget was developed that would provide sufficient reserves. When presented to the Council in May, there will be three columns of budget numbers: audited FY 2014, FY 2015, and proposed FY 2016 so that members can see how the years compare.

Finally, Tom referred members to the proposed Marketing Narrative that follows from the budget and provides a description of the activities as included in the proposal.

During the presentation of the proposed budget, a fourth Committee member had joined the call providing a quorum.

Brad asked if there were any further questions on the proposed Budget or Narrative. With no other questions, on a motion by Antonio and seconded by Mark, the proposed FY 2016 Marketing Budget and Narrative as presented were approved and recommended to the Council for adoption.

C. Approval of March 18, 2015 Minutes

On a motion by Antonio and seconded by Mark, the minutes of the March 18, 2015 Conference Call were unanimously approved as submitted.

D. Other Business and Adjourn

Allison presented the current newsletter, entitled “All that Razzles”. There had been internal discussion that along with a new format that will mirror the website, maybe it was time to consider a new name for the newsletter. Although the name is good, it was felt that maybe it was too “cutesy”, and something more appropriate should be used. In discussions with Tom and the Marketing Team, a number of ideas had been tossed out, but she and Tom wondered whether it should not be a Marketing Committee activity, or possibly put forward to the industry to name its newsletter. After brief consideration, Tom and Allison were asked to present various concepts to the Committee by way of a “Survey Monkey” poll, with final action to be taken during the Council’s May meeting.

Discussion then turned to the Monday night presentation during the Council’s May meeting, and a need to make sure it provided a good overview of the Council’s activities while not duplicating what would be presented during the business meeting. Mark felt it important to provide informal social time as well. For many attendees, this will be their first exposure to how the Council is investing their money, and it is important to earn their trust. Brad asked whether Britt Burton-Freeman would be coming to present an overview of health research as this, too, would project competence in what we were doing. Mark also asked if a loop of the Council’s videos

could be shown during the social time. Tom noted that he and Allison were working on the program for the evening and would incorporate these ideas.

The next meeting of the Marketing Committee would be held Monday, May 18, 2015, beginning at 9:00 a.m. at Semiahmoo Resort in Blaine, WA. Tom said he would work with Brad to develop the agenda for the meeting. There then being no further business before the Committee, on a call from the Chair, the call adjourned at 9:40 a.m.