

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Executive Committee

### Conference Call

February 20, 2017, 1:00 p.m.

#### Committee Members:

John Clark                       Eric Larson                       Antonio Dominguez  
 Rob Dhaliwal                       Mark Van Mersbergen                       Adam Enfield

#### Others:

Tom Krugman                       Hakim Fobia  
 Daniel Obbink                       Pam Kok

x = participating; o = absent

#### A. Establish Quorum; approval of minutes

The meeting was called to order by John Clark at 1:10 p.m. Roll call disclosed a quorum to be present. On a motion by Antonio and seconded by John, the minutes of the May 23, 2016 Executive Committee meeting were unanimously approved.

#### B. Presentation of FY 2016 Financial Audit

Daniel Obbink, from the accounting firm of Larson Gross, was called on to present findings from the FY 2016 financial audit. His first comment was that the Audit went smoothly this year, and the addition of bookkeeping support for Henry in accrual posting, especially at year's end, proved helpful and made their work easier. He began by noting the responsibilities of management and the Auditors in conducting the Audit, and the additional standards required by USDA. He stated that the Audit as presented fairly presented in all material aspects, the financial position of the Council as of September 30, 2015, and should therefore be considered a clean opinion. He went on to review the various statements that comprise the Financial Statement Report, noting no deficiencies or internal weaknesses in internal controls as implemented by the Council. Daniel concluded the report by noting that everything was consistent with an organization of this size.

Pam then reviewed the Agreed Upon Procedures Report, and a letter issued to USDA at the end of the Audit period. These two reports discuss the procedures used by the Auditor in preparing the Financial Statement. She, too, reported that there were no findings, difficulties, or uncorrected statements identified during the Audit, and also commented on how helpful it was in having the Council be proactive to bring in outside assistance to reconcile the books.

After a few additional comments, on a motion by Adam and seconded by Rob, the FY 2016 Audit as presented was unanimously accepted for recommendation to the Council.

#### C. Strategic Plan Implementation

Tom K referred Committee members to the draft Strategic Plan that had been emailed to the Council, and asked if there were any questions or feedback. He noted that he has been working with Allison and the Planning Session facilitators to identify objective measurements of success and to establish metrics.

He went on to note that typically when a Plan calls for new strategic direction, the committee structure and budget are re-aligned to reflect these new areas and have a committee responsible for the oversight of each area. A table describing current committee responsibilities and proposed re-defined responsibilities was presented. In it, current food safety committee responsibilities were re-assigned to the research committee or a new committee, industry relations. Tom pointed out that there are research activities within marketing, but as these support the development of the marketing message they would remain within the marketing committee's oversight.

Antonio thought the re-alignment as presented made sense as it looked at Council functions in a new way. Adam supported committee realignment as it followed the "Develop, Share, Accountability" concept explored at the planning session. Eric agreed that splitting food safety responsibilities made sense and was more straightforward. Rob also agreed that the proposed re-alignment looked good and made sense. Question was raised as to appointing committee members. Tom said that appointments would occur as part of the May meeting and would include newly appointed members of the Council. Hakim asked that the By Laws be reviewed in the event they needed amendment to conform to the new committee structure.

Tom then presented a working FY 2018 budget that followed the realigned committee structure. Year-end FY 2017 income and expenditures were forecast to project carryforward funds available to the Council. Tom noted that an estimate had to be made not only on the 2017 crop but the 2018 crop. Conservative crop and import levels had been used. It was explained that the purpose of the working budget was to determine how un-allocated funds that could be used in research or marketing programs and still provide sufficient reserves. In response to a question from Antonio regarding reserves, the Council's reserve policy was reviewed. He also asked about the allocation of funds across the three Strategic Priority Areas, and the allocation within "Sharing the Story" to market channels.

Tom asked the committee if there were any questions on the working budget format or the assumptions that had been made. After discussion, he was directed to continue FY 2018 budget development based on the proposed committee and function realignment, and the assumptions that had been made. Tom noted that the marketing committee would get its first look at budget numbers in March, and that proposed research projects had been received and would be summarized for the research committee. All committees will meet again in May and have a final chance to review their programs and budgets before being presented to the Council.

**D. Other Business; adjourn**

With no other business before the committee, on a motion by Rob and seconded by Adam, the call concluded at 2:20 p.m.