



PO Box 24, Greenwich, NY 12834 ♦ 518 854 7386 ♦ www.christmastreesny.org

---

## CTFANY Board Meeting Minutes

Monday May 4, 2020

Conference call

**In Attendance:** Kurt Emmerich (President), Peter Brooks (President-Elect), Suzanne Stokoe (Vice President), Kendra Franke (Treasurer), Elizabeth Woodward (Assistant Treasurer), Dick Darling (National Director), Jerry Saab, James Page, Bob Schoch, Travis Drexler, Dave Hicks, Stephanie Kelly (Marketing Mgr), Kate Ziehm (Morning Ag Clips), and Christa Campbell (Membership Mgr)

**Absent:** Garth Ellms, Kerith Pott, Don Griffing, Gene Knudsen, and Mary Jeanne Packer (Exec. Dir)

President Kurt Emmerich called the meeting to order at 6:05 pm.

### Old Business

#### 1. 2020 CTFANY Summer Meeting:

- a. The Summer Meeting committee does not feel that it would be in the Association's best interest to host the in-person meeting in Orange County in July. The committee considered various alternatives, including changing the location, changing the date, putting together our own virtual meeting, participating in the Michigan Christmas Tree Association's Virtual Meeting, or cancelling altogether. Kurt is willing to offer to host the Summer Meeting in 2021. **Motion by Peter with a second by Dave not to hold the in-person meeting this summer; Board members present unanimously passed.**
- b. The Summer Meeting has become the Association's Annual Meeting so the Board needs to determine how to hold the Annual Meeting so that as many members as possible who are interested can still vote and participate. **Motion by Dave with a second by Jerry to have the Annual (business) Meeting on or before Friday July 17 in the way that is most convenient for the most members of the Association; Board members present unanimously passed.**

### New Business

#### 2. 2020 Virtual Summer Meeting:

- a. The Michigan Christmas Tree Association has invited all states that contribute to the Great Lakes Christmas Tree Journal to participate in MCTA's Virtual Summer Meeting to be held July 29-31. During the three-day event, there will be a "meet and greet" on Friday night, which will give those who are unfamiliar with the Zoom meeting platform an opportunity to learn how to use it. On Saturday and Sunday, MCTA will offer 1/2 day/morning sessions with 3 speakers each day along with Q&A. They will also have a choose and cut and wholesale roundtable discussions at the end of each day's session. All sessions will be recorded, with the recordings made available to registrants after the sessions are held. The cost is \$100 per registrant, with \$20 going back to that registrant's state. States can pursue their own pesticide credits.

- b. The Board would like to assist in providing content for the meeting and directed Stephanie to contact MCTA with the offer. The Board discussed holding NY-based sessions in the afternoons, including possibly the drone demonstration, panel discussions among members, as well as the Annual Meeting. The Board is wondering if they might be able to get a larger share of the registration fee based on the percentage of attendees. Alternately, if CTFANY helps to provide content, then could the registration fee be reduced for CTFANY members? **Motion by Peter with a second by Jerry for CTFANY to participate in the MCTA Virtual Meeting and for the CTFANY Summer Meeting committee to represent the interests of CTFANY members in content and structure to MCTA; Board members present unanimously approved.**

### 3. 2020-21 Grant:

- a. MJ/Kate/Stephanie saw an article in the newspaper that the NYS Budget Director is directing state agency administrators to eliminate spending on all “discretionary” spending on such items as supplies and contractual services, which is what Morning Ag Clips provides to CTFANY. MAC suggests CTFANY convene a committee to review the plan for the 2020-21 marketing grant budget and determine priorities for spending the funds in case not all funds are received. **Motion by Suzanne with a second by Peter to form a subcommittee to help determine work priorities before any more expenditures are incurred; Board members present unanimously passed.**
- b. The Board recalled the Oversight Committee that had been created when the 2019-20 grant funds were delayed and asked that same committee to act on this matter, reviewing short-term cash flow. Committee members are Peter, Kendra, and Travis. The committee is to report to the full Board within two weeks (on or before May 18 2020).
- c. The Board asked about the progress on the paperwork for the 2020-21 marketing grant; Stephanie said all paperwork is ready to be submitted except for one form, which requires a notarized signature. Kurt has been unable to coordinate with a nearby notary in Orange County. Suzanne said she has a notary in her family who she could connect with right away to get the needed signature. **Motion by Peter with a second by James to authorize the Vice President Suzanne Stokoe to sign the grant paperwork on behalf of the Association; Board members present unanimously passed.**

**Motion by Dave with a second by James to adjourn the meeting; Board members present unanimously passed.** Kurt adjourned the meeting at 7:17 pm.

Next regular meeting is Tuesday, May 26, 2020. This will be another conference call beginning at 6 pm.

Respectfully Submitted,  
Stephanie Kelly  
CTFANY Marketing Manager