

VIRGINIA STATE APPLE BOARD
Mrs. Rowe's Restaurant – Staunton, VA
Wednesday, March 03, 2010
DRAFT MINUTES

Present

Diane Kearns

John Crumpacker

John Marker

Lucky Graves

Ruth Saunders

Absent

Tommy Fitzgerald

Ricky Berrier

Jamie Williams

Cordell Watt

Guests

David Robishaw

Call to Order and Welcome Board and Guests

Diane Kearns, Chair, called the meeting to order at 11:05 and welcomed members and guests.

Approval of the minutes from the January 28, 2010 meeting

Prior to the meeting, David Robishaw sent the Board copies of the draft minutes from the January 28, 2010 meeting. After a brief period of review, John Marker moved to approve the minutes as presented, Ruth Saunders seconded the motion, and with no further discussion, the motion passed.

Development of Industry Web site

As a follow up to the January 28, 2010 meeting, the Board had enough positive industry feedback to move forward with developing a new web site. John Marker made a motion to formally proceed with the development of a new industry web site, with the content, developer, and cost to be determined. Lucky Graves seconded the motion, and with no further discussion, the motion passed.

Once the Board formally decided to move forward on the site, there was a roundtable discussion on what the site should look like and what it should try to accomplish. Following is the beginning of what the site will feature.

Industry News

Notice of meetings

Meeting minutes
State wide meetings of interest
Calendar of events

Education

Teacher resources
Consumer info, ie usage charts, etc
Recipes
History of apples in Virginia
Horticultural info

Commercial

Wholesale

Shipper/packers
apple products
Exporters
products
(Links to individual sites)

Retail

Farm markets

Festivals

(Links to sites with
Interactive map)

Processors

Producers of Va

Outlets for Va apple

(Links to sites)

Industry Resources

Outline of organization of industry
US Apple
Va Apple Board
Va Apple Growers Association
Va Hort Society
Va Tech Research/Extension
Va Ag Business
Farm Bureau
Local organizations
downloadable POP for merchandisers
industry job openings

Future site capabilities to be kept in mind: Members only section, Facebook, Twitter, Spanish language, GPS

After discussing the content of the site, the Board discussed sources of funding. The Board felt the industry, through the Board and the Virginia Apple Growers Association, would financially support the site. The Board also decided to apply for funding from the Virginia Specialty Crop Block Grant. Ruth Saunders moved to appoint a 2 person committee to source experienced help in preparing and writing the grant application. The Board authorized spending up to \$500 to pay for help in completing the grant. John Marker seconded the motion, and with no further discussion, the motion passed. Diane Kearns will head the committee and suggested Phil Glaize, Chair of the Virginia Apple Growers Association, be the second person on the committee. Diane will follow up with Phil Glaize to

make sure he can serve on the committee. The goal of the committee is to have the grant help by March 17 in order to meet the April 16 completion deadline.

Commodity Board audits

The Virginia Department of Agriculture conducted an internal audit of all commodity boards at the end of 2009. David Robishaw reviewed the findings of the Apple Board audit, which were mailed to the Board chair. The Program Manager has taken steps to address the audit suggestions, including posting the Notice of Meeting form on the industry web site. The Program Manager also sent all Board members a copy of the Annual Report as well as distributed copies at the meeting. The Program Manager is also working with VDACS and the Virginia Department of Taxation to satisfy the last notification requirement, which is to provide the annual report to all excise tax paying producers. The Program Manager will begin work on developing a written policy and procedures manual to serve as an internal control.

Public Discussion

There was no public discussion

Next Meeting and Adjourn

The next meeting of the Board will be set at a later date. With no further business before the Board, the meeting adjourned at 12:45 PM

Respectfully Submitted,

Diane Kearns, Chair

Dave Robishaw, Secretary