

Board Members Present:

Marshall Saunders, Chair
Bethany Hill
Dudley Rinker
Heather McKay
Shannon Showalter

Board Members Absent:

Tommy Williams

Guests/Staff Present:

Debby Girvan, Flair Communication
Liz White, Virginia State Horticultural Society
Melissa Ball, Virginia Department of Agriculture and Consumer Services
Caitlin Miller, Virginia Department of Agriculture and Consumer Services

I. Call to Order / Welcome

Marshall Saunders called the meeting to order at 11:02 PM.

II. Approval of Draft Minutes

The minutes of the January 27, 2021 meeting were reviewed and unanimously approved as presented.

III. Financial Report

Marshall Saunders provided a financial report reflecting the following for FY 20-21:

Cost Code 646

Cash Balance: 6/30/2020	\$13,810.17
Assessment Receipts: 7/1/20 – 6/30/2021	\$81,848.49
Total Cash Balance & Receipts:	\$95,658.66
Transfer to cc 647 – Reserve	\$0
Transfer to cc 648 - Admin	\$8,184.00

Total Actual Expenditures (from VDACS Financial Analysis)	\$87,420.65
--	-------------

Cash Balance: June 30, 2021	\$54.01
-----------------------------	---------

Cost Code 647 - Reserve

Cash Balance: 6/30/2020	\$125,000.00
-------------------------	--------------

Other receipts	\$0
----------------	-----

Total Balance	\$125,000.00
---------------	--------------

Deduct Total Actual Expenditures (from VDACS Financial Analysis)	\$0
---	-----

Cash Balance: June 30, 2021	\$125,000.00
-----------------------------	--------------

Cost Code 648 – Administration

Cash Balance: 6/30/2020	\$88,009.22
-------------------------	-------------

Transfer from cc 646	\$8,184.00
----------------------	------------

Other Receipts - Interest	\$1,421.09
---------------------------	------------

Total Balance	\$97,614.31
---------------	-------------

Deduct Total Actual Expenditures (from VDACS Financial Analysis)	\$15,359.88
Cash Balance: June 30, 2021	\$82,254.43

IV. Annual Report

The Annual Report for FY 20-21 was reviewed. The Board would like to add reports from organizations that receive apple excise tax funds including Virginia State Horticultural Society, Virginia Apple Research Program, and U.S. Apple Association. *Motion made to approve as amended – unanimously approved.*

V. Distribution of funds for 2021 crop

For the 2021 crop, a motion was made and unanimously approved to distribute collections as follows:

US Apple Association: 40%

Virginia State Horticultural Society: 20%

Virginia Agricultural Research Program: 20%

Administration: 10%

Reserve: 0%

The reserve fund is currently at maximum capacity, thus 10% of the collections cannot be put towards the reserve. The balance will be distributed equally between U.S. Apple Association, Virginia State Horticultural Society and Virginia Agricultural Research Program.

VI. Update from Debby Girvan, Flair Communication

Debby Girvan of Flair Communication provided an update on the website and social media campaign. Flair observed a continued high level of reach and engagement and consistent website traffic. Flair recommended creating a consumer facing Instagram account for the Virginia apple industry in addition to dedicating a portion of the existing budget to spring apple blossom events. Flair and the Board also discussed ways to promote individual apple varieties and their characteristics in addition to updating the Virginia apples logo.

A motion was made and unanimously approved to continue the contract with Flair Communication for the board's website, social media and other promotional services.

VII. Virginia Grown Apple Poster Survey

Caitlin Miller, Virginia Apple Board Program Manager, developed a survey tool to gather feedback on the Virginia Grown Apple Poster. The goal of this survey is to determine which varieties are most prevalent across the state and therefore, should be included on the apple

poster redesign. Flair Communication will assist with the new design of the poster and it will be made available digitally to the entire industry. Caitlin will approach VDACS about a reprint as well.

VIII. Apple Tax Letter

Caitlin Miller submitted a letter to the Board for approval. The letter is a written reminder to Virginia apple producers about the apple excise tax. The letter includes background information on the apple excise tax in addition to details on remittance. The Board discussed adding all current Board member names to the letter.

A motion was made and unanimously approved to send the apple excise tax letter to Virginia apple producers and shall include the names of all current Apple Board members.

IX. Update from Liz White, Virginia State Horticultural Society

Liz White provided information on the upcoming Mid-Atlantic Fruit and Vegetable Convention taking place in Hershey, PA from Tuesday, February 1 – Thursday, February 3. Board members were invited to attend the VSHS breakfast meeting on Thursday, February 3. Marshall Saunders will provide an update on the Virginia Apple Board during the meeting. Liz White reported that there will be good participation from Virginia producers despite the conflict with CiderCon, which is being held in Richmond during the first week of February.

X. Board Member Terms & Election

An election will be held for the Apple Board in the spring. Each Board member stated their willingness to serve another term. At least one new member will be needed for the following areas:

Area I: Clarke, Fairfax, Frederick, and Loudoun Counties and the City of Winchester.

Area II: Accomack, Fauquier, King William, Lancaster, Madison, Middlesex, Northampton, Northumberland, Orange, Page, Rappahannock, Richmond, Rockingham, Shenandoah, Warren, and Westmoreland Counties

XI. Public Comment

None

XII. Next Meeting

January 2023

XIII. Adjourn

Board adjourned at 2:00 PM.