

*This meeting was held electronically via WebEx on Wednesday, January 27, 2021 during the Governor's declared state of emergency due to the COVID-19 pandemic making it unsafe for the public body to assemble in a single location. A recording of the meeting is available:*

<https://covaconf.webex.com/recordingservice/sites/covaconf/recording/playback/0a45336478aa4046ba69378d124ba9b6> Password: Apple2021

**Board Members Present:**

Bethany Hill  
Dudley Rinker  
Heather McKay  
Marshall Saunders  
Shannon Showalter

**Absent:**

Tommy Williams

**Guests Present:**

Jim Bair, U.S. Apple Association  
Debby Girvan, Flair Communication  
Janina Sawyer, Flair Communication  
Liz White, Virginia State Horticultural Society  
Rob Davenport, Virginia Department of Agriculture and Consumer Services  
Melissa Ball, Virginia Department of Agriculture and Consumer Services  
Caitlin Miller, Virginia Department of Agriculture and Consumer Services

**All votes made during this meeting were done so via roll call.**

**I. Call to Order / Welcome**

Chairman Saunders called the meeting to order and welcomed members and guests at 10:03 AM.

**II. Approval of Draft Minutes**

*The minutes of the May 29, 2020 meeting were reviewed and unanimously approved as presented.*

**III. Update from Jim Bair, U.S. Apple Association**

Jim Bair, President and CEO of U.S. Apple Association, provided an update to the Board. He discussed the Biden administration and several policy objectives including: securing

agriculture labor reform, regaining and growing lost international markets, and urging full funding for crop research and protection.

**IV. Financial Report**

Chairman Saunders provided a financial report reflecting the following for FY 19-20:

**Cost Code 646**

Cash Balance: 6/30/2019	\$49,677.18
Assessment Receipts: 7/1/2019 – 6/30/2020	\$74,208.99
Total Cash Balance & Receipts:	\$123,886.17
Transfer to cc 647 – Reserve	\$0
Transfer to cc 648 - Admin	\$13,709.29
Total Actual Expenditures (from VDACS Financial Analysis)	\$110,076.00

Cash Balance: 6/30/2020	\$13,810.17
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**Cost Code 647 - Reserve**

Cash Balance: 6/30/2019	\$125,000.00
Other receipts	\$0
Total Balance	\$125,000.00
Deduct Total Actual Expenditures (from VDACS Financial Analysis)	\$0

Cash Balance: June 30, 2020	\$125,000.00
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**Cost Code 648 – Administration**

Cash Balance: 6/30/2019	\$71,764.17
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Transfer from cc 646	\$13,759.29
Other Receipts - Interest	\$5,495.38
Total Balance	\$91,018.84
Deduct Total Actual Expenditures (from VDACS Financial Analysis)	\$3,009.62
Cash Balance: June 30, 2020	\$88,009.22

**V. Annual Report**

The Annual Report for FY 19-20 was reviewed. *A motion was made, seconded and unanimously approved to accept the report as presented.*

**VI. Funding Requests**

Agriculture in the Classroom

Virginia Foundation for Agriculture in the Classroom provided a report on the prior year's project funded by the Apple Board in addition to requesting funds for the current year. *A motion was made, seconded and unanimously approved to fund the AITC proposal in the full amount of \$2,500.*

Virginia Grown Apple Poster

The Board discussed updates to the Virginia Grown Apple Poster. Necessary updates include apple varieties and variety descriptions. The Program Manager will survey Virginia apple growers for feedback on appropriate varieties and descriptions. The Board will review this information at the next meeting and determine an appropriate funding level.

**VII. Annual Revenue Distribution of Apple Excise Collections**

*For the 2020-2021 crop, a motion was made, seconded 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.

#### **VIII. Update from Debby Girvan, Flair Communication**

The Board reviewed a proposal from Flair Communication to continue the hosting and maintenance of the Board's website and continued social media campaign, beginning July 1, 2021. *A motion was made, seconded and unanimously approved the FY 22 proposal from Flair Communication for the board's website and social media campaign for \$9,994.*

#### **IX. Update from Liz White, Virginia State Horticultural Society**

Liz White provided an update on the Virginia Agricultural Research Program in addition to the Mid-Atlantic Fruit and Vegetable Convention, which will be held virtually February 8-11, 2021.

#### **X. Board Election**

Terms are expiring for three Board members on June 30, 2021. These Board members represent all three districts including Northern Virginia District, Central Virginia District and Southern Virginia District. Board members have the option of serving another term, as there are no term limits. Board members will contact the Program Manager with their decision to serve another term. The election process for new Board members will take place before June 2021.

**XI. Public Comment**

None

**XII. Adjourn**

*Board adjourned at 12:27 PM.*