

PENNSYLVANIA APPLE PROGRAM BOARD MEETING
Minutes of the November 9, 2021 MS TEAMS Meeting

Public notice of the November 9, 2021 Pennsylvania Apple Program Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

David Peters, Chairman, called the meeting to order at 9:00 a.m. Board members in attendance included Mark Boyer and Carolyn McQuiston.

Gary Faulkner, Vice Chair, and Thomas Haas, were not present.

Ellie Vranich, Treasurer, was not present at the commencement of the meeting.

Also present: Patrick Andrews, Chief of Marketing Development, PDA; Char Riley, Liaison, PDA and ACMA Boards; Laura England, Director, Bureau of Market Development; Lindsay Young, Senior Manager, McKonly and Asbury, CPAs; Holly Zarefoss, Clerk 2; and Adam Morris, Esquire, Legal Department.

APPROVAL OF MEETING MINUTES

RESOLUTION 2021.14-APPROVAL OF MINUTES

Presented by: Mark Boyer

Seconded by: Carolyn McQuiston

Passed: Unanimously

To approve the July 6, 2021 meeting minutes.

REVIEW FINANCIALS

Lindsay Young, McKonly and Asbury, CPAs presented the financial information. Board members were referred to the Balance Sheet, Profit and Loss Comparison, and Profit and Loss Budget vs. Actual Reports for further discussion.

RESOLUTION 2021.15-APPROVAL OF FINANCIALS

Presented by: Mark Boyer

Seconded by: Carolyn McQuiston

Passed: Unanimously

To approve the Financials as presented.

ASSESSMENTS/AUDITS

Holly Zarefoss, Clerk 2, provided the Apple Assessment Report as of 9/30/2021. Ms. Zarefoss emailed the first quarter form for 2021 to all members. She noted a letter would be drafted to remind sales agents to send in their reports. She noted also that letters were sent to individuals and orchards identified by sales agents, notifying them if over 500 trees were grown they would be considered effective producers. Some reports had been returned and some were returned indicating they were no longer in business. Ms. Zarefoss referred members to a table listing fresh and processing bushels for each year, which was requested at the last meeting. There was further discussion regarding the audits for years 2017 through 2020.

RESOLUTION 2021.16-APPROVAL OF ASSESSMENT REPORT

Presented by: Carolyn McQuiston

Seconded by: Mark Boyer

Passed: Unanimously

To approve the Assessment Report noting the difference in reporting for years 2015 and 2016 on processing bushels.

AGREED UPON PROCEDURES (AUP) REPORT REVIEW

Lindsay Young noted McKonly and Asbury, CPAs, had recently completed the Agreed Upon Procedures through June 30, 2021. She indicated backups of the QuickBooks file were requested. Reconciliations, specifically cash deposits, assessments, checks physically received, and accounts payable were reviewed. Copies of checks, signed documentation, supporting invoices, and approval of said invoices were also requested. She indicated there were no recommendations for adjustments in procedures at this time.

Mr. Andrews commented that the Office of the Budget, Bureau of Audits, requested a review of all ACMA programs and the oversight that PDA had on the finances of this Board. The Office had no recommendations.

Lindsay Young and Holly Zarefoss exited the meeting at 9:27 a.m.

REFERENDUM TIMELINE APPROVAL

Ms. Riley stated the referendum will be coming up early next year. She indicated preparations would begin April 4th, 2022 for two weeks ending on April 19, 2022. and requested that members provide suggestions or changes with regard to the referendum. There was further discussion.

Ellie Vranich entered the meeting at 9:31 a.m.

Chairman Peters suggested that a one-page handout be made and distributed to growers with regard to the upcoming referendum.

FARM VITALITY GRANTS

Ms. England indicated the Farm Vitality Grants Program is part of the Pennsylvania Farm Bill provided to the Agriculture Business Development Center in the Bureau of Market Development. Under the direction of Phil Stober, Division Chief for Economic Development, the Farm Vitality Grant Program is a program under the ABDC for farmers and agriculture businesses, which creates or obtains business plans or management strategies to enhance the long-term economic viability of a farm. She stated costs are paid upfront but could be reimbursed up to 75 percent of the project with a maximum grant of \$7,500. Ms. England asked that members, who know of any farmers doing any business or marketing planning, to let them know about this reimbursable grant program.

MEETING DATES 2022

The next three meetings are scheduled for February 1, 2022 (Mid-Atlantic), July 5, 2022 and November 8, 2022. Ms. Riley inquired if members would like to hold the meetings remotely or in-person and whether they would like to have breakfast included with those meetings.

Ms. Vranich was in favor of at least one in-person meeting a year, maybe in Hershey. Mr. Boyer was in favor of one in-person meeting a year. Ms. McQuiston agreed with Ms. Vranich on at least one in-person and in Hershey.

C AND J CATERING SERVICE

Ms. Riley noted the new caterer is C&J Catering Service. She had not received a menu as of yet but would keep the Board updated via email.

NEW ITEMS

Mr. Boyer suggested calling and talking with people with regard to the upcoming referendum. It was also suggested that the referendum information be placed in the SHAP newsletter.

Ms. Riley noted an old email regarding a breakfast approved by the Board last year.

Ms. Vranich discussed a recently received email from Steve Johnston from Apple Castle requesting educational or promotional materials to provide to his local county Ag development council. Ms. England noted there were no materials available but stated, in the past, the U.S. Apple Association was contacted for promotion information. She also suggested contacting Shannon Powers at the Pennsylvania Department of Agriculture Communications Office with regard to the matter.

Laura England exited the meeting at 9:58 a.m.

Mr. Andrews suggested digital formats be created for those interested in additional promotional information.

Mr. Boyer commented that U.S. Apple should be contributing at a different assessment equal to but not above what Pennsylvania was currently contributing, that there needed to be enactment on their end.

Chairman Peters commented no invoice had been received from the Farm Show.

ADJOURNMENT

RESOLUTION 2021.17-ADJOURNMENT

Presented by: Mark Boyer

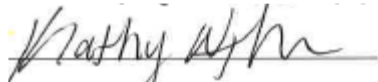
Seconded by: Carolyn McQuiston

Passed: Unanimously

Motion to adjourn the meeting.

There being no further business, the meeting was adjourned at 10:10 a.m.

Respectfully Submitted:



Kathryn Witherow

November 9, 2021