



Board of Director's Teleconference Meeting
April 25, 2016
MINUTES

Members participating: Ray Cywinski, Board President, and Dennis Dougherty (no quorum present)

Also Participating: Desiree Dunn, NJACD Executive Director; Carrie Lindig, NRCS State Conservationist; Frank Minch, SSCC; Rich Belcher, NJDA; Christine Raabe, Ocean District; Dave Reilly, Cape Atlantic District; Joe Dunn, Morris District; Cliff Lundin, Sussex District; Holly Reynolds, NJCDEA

Call to Order: Ray convened the meeting @ **12:05 PM**

Motion to Approve Minutes: Ray determined it best to defer approval of the March 14th Minutes until the Regular meeting on May 9th and focus this meeting solely on NE NACD Planning, as there is no quorum. **All concurred.**

Discussion & Action Items:

- A. **Giveaways:** Ray stated his preference for giving away the "Jersey Fresh" aprons and Jersey Jams / Jelly's from a local purveyor, plus other items as sponsorship is secured. **All concurred.**
- B. **Bus Transportation:** Dennis inquired about the number of busses needed. Dave detailed needs. Numbers of busses per day discussed. Determined that minimum of 1 bus for Sunday and 2 busses for Tuesday tours would be needed.
✓ Action Item: Dennis to get a firm price per bus.
Reilly said that Tom Budd will rent some passenger vans to bring guests from the front to the back of his cranberry farm at no cost but Reilly suggested NJACD compensate him somehow.
Desi inquired if bus costs for Tuesday would include shuttle service back to the hotel and Dennis confirmed that his intent is to have one price for the whole day, Tuesday. Ray clarified that what is being sought is bus service for a 12-hour day.
- C. **Registration:** Ray discussed details that must be considered before he can determine Full Registration Fee, i.e. Tours, dinners, giveaways, keynote speaker, bussing, etc. versus a la Carte Registration Fee. Sponsorship and exhibitors will help defray NJACD costs. His goal is to have full registration cost < \$200 p.p. Cliff inquired about the need to have a minimum number of attendees due to guarantees given for dinners (Tomasello & Seaview) and described how NJACD previously lost money due to lower attendance at the NYC dinner cruise. Rich questioned about minimum guaranteed for Seaview dinner. Some discussion ensued but no clear resolution of this question.
- D. **Entertainment:** PGO - \$750 (Tuesday night) & Magician - \$800 (Sunday night). Ray said he felt these costs were reasonable. **No Objections.**

- E. **Tomasello Winery Tour(s):** **Desi** inquired about the timing for successive tours as first discussed. **Dave** clarified that the owner would rather have one single tour plus barrel tasting, but Ray suggested he may be willing to split the group into smaller tours if we have a large group of attendees.
Some discussion ensued but no clear resolution of this question.
- F. **Exhibitors:** Discussion ensued regarding the draft Exhibitor Application form presented via e-mail by **Desi**. Discussion ensued. Determined that Partners should be offered free tables. **Dave** and **Desi** expressed concern about it not being cost-prohibitive for non-profits who may just want to be there for informational purposes and not register. Exhibitor placement discussed. **Rich** discussed how placement is important and it was concurred that the foyer would be premier. Paid exhibitors would be in the foyer in front of the Ballroom. **Christine** offered that there are about 150 total non-profits. A company that does not want to sponsor will be offered the chance to pay \$200 for just the table. Determined that \$50 is reasonable for non-profits (including breaks) and \$200 (including breaks) for vendors. Determined Monday Exhibitors would be most likely and none could set up on Sunday.
✓ Action Item: Desi to revise form to reflect Monday only, 7 – 7:30 set up time, and limit to one person.
- G. **General Info Table @ Registration:** In response to **Desi's** inquiry for same, Reilly offered his District to be the Repository and Transport for material mailed in.
✓ Action Item - A date needs to be determined for sending to his District.
- H. **Aprons:** 225 determined for give away order of "Jersey Fresh" aprons with no additional screen printing to reflect NJACD and/or NACD due to extra costs. Possibility discussed that we can order more if needed.
- I. **Sponsorship Menu:** **Christine** asked about tracking. **Dennis** suggested everything to go through him and he'll send Ads to Desi. **Dave** and **Joe** said they need Sponsorship Form by Wednesday. **Joe** further suggested that an appeal be made to the Districts to donate \$500 toward this event. **Desi** outlined how she can get a lead on prospective sponsors and check with District involved to see that they are not "bad apples" and if no objections would contact the Supervisor's prospects.
✓ Action Item: **Ray** said he and Desi would finalize the Sponsorship and Exhibitor Forms this week.
✓ Action Item: **Ray** to write letter by Wednesday, April 27th.
- J. **Rich** said Tomasello requests a \$100 deposit. All concurred it's okay.
- K. **Envirothon:** **Rich** inquired about polo shirt orders.
- L. **Speakers:** Discussion deferred until next meeting.
- M. **Constant Contact:** **Christine** inquired if issue resolved.
✓ Action Item: **Dennis** said he would contact her for clarification and determine.
- N. **PGO Contract:** **Christine** inquired if **Ray** had signed the contract.
✓ Action Item – **Ray** said he would take care of signing at the Regular meeting, if the Board concurred.

Meeting Concluded @ approx. 1:00 PM

Minutes Prepared by:
Desiree L. Dunn, Executive Director

✓ APPROVED May 9, 2016

