

The actions delineated below were taken in open session of the Kentucky Agricultural Development Board at the August 20, 2021 business meeting. This is provided in summary form; an official record of the meeting is available in the permanent records of the Kentucky Office of Agricultural Policy, 404 Ann Street, Frankfort, Kentucky 40601.



**Kentucky Agricultural Development Board
Summary Minutes of the Regular Business Meeting
August 20, 2021
KY State Fair South Wing A and Video Teleconference – Louisville, KY**

Call to Order

Keith Rogers, presiding, called the Kentucky Agricultural Development Board (KADB) regular business meeting to order at 10:00 a.m. (EDT).

Roll Call

The following members were present: Keith Rogers (designee for Agriculture Commissioner Dr. Ryan Quarles), Sarah Butler (designee for interim Secretary Larry Hayes), Dr. Kirk Pomper (designee for KSU President Clara Stamps), Dean Nancy Cox, Mark Barker, Bobby Foree, Fritz Giesecke, Gordon Jones, Al Pedigo and Michael Peterson. The following members participated via Zoom: Dorsey Ridley (designee for Governor Andy Beshear), Matt Hinton, Wayne Hunt, Tom McKee and Brenda Paul.

Members Absent: Suzanne Cecil White

Notification of Media

Mr. Rogers received verification from Milinda Sosby, Boards and Special Events Manager, that the media had been notified of the KADB monthly meeting.

Welcome

Mr. Rogers welcomed everyone to the KADB board meeting. Members have the option of attending in person or via Zoom.

Approval of Minutes

Mr. Rogers entertained a motion to approve the minutes of the July 16, 2021 board meeting.

Dr. Jones moved to approve the minutes, as presented; Mr. Barker seconded the motion.

VOTE: Motion Passed; Unanimous.

Kentucky Department of Agriculture Report

Mr. Rogers updated the board on activities of the Kentucky Department of Agriculture (KDA) and introduced new board member Michael Peterson.

Executive Director's Report

Mr. Rogers called on Brian Lacefield, KOAP Executive Director, to report to the board.

Mr. Lacefield referenced a memo and information (*on file*) regarding support for the Council For Burley Tobacco. Dean Cox suggested a legal review of the request to make sure there is not a violation of the master agreement. Dr. Jones and Dr. Pomper indicated support of these type programs would be outside of the intent of funds. Discussion may need to be held with the Tobacco Oversight Committee.

Mr. Lacefield mentioned the recent staff changes and introduced Hannah Johnson who will be replacing Milinda Sosby as the Board and Special Events manager. Logan Bechanan was also recognized for his service as an intern for KADB.

Deputy Executive Director's Report

Mr. Rogers yielded the floor to Bill McCloskey to report to the board.

Mr. McCloskey referenced the June 2021 Kentucky Broadcaster's Association Public Education Partnership (PEP) Program memorandum (*on file*).

Mr. McCloskey referenced a memo (on file) regarding a final County funds update for Patterson's Butcher Shop (A2020-0221).

Mr. McCloskey referenced a memo (on file) regarding a final County funds update for AW Farms, LLC (A2020-0054).

Mr. McCloskey referenced a memo (on file) regarding a final County funds update for Kentucky Training Center, LLC (A2021-0055).

Mr. McCloskey referenced the Kentucky Agricultural Development Fund State Pool Tobacco Funds (*on file*) as of August 3, 2021.

Mr. McCloskey reviewed Kentucky Agricultural Development Fund County Balances (*on file*) as of August 3, 2021.

Mr. McCloskey reviewed the KAFC Statement of Financial Position (*on file*) as of July 31, 2021.

Mr. McCloskey referenced the August KAFC agenda and list of applications presented for approval (*on file*).

Mr. Foree moved to approve the Financial Reports, as presented; Mr. Giesecke seconded the motion.

VOTE: Motion Passed; Unanimous.

Meat Processing Expansion Committee Report

Mr. Rogers called on Mr. Hunt to provide the Meat Processing Expansion Committee report.

Mr. Hunt reported the committee is in transition of moving forward with the program or deciding to end the work of this committee. Mr. Bobby Pace has made some recommendations for the committee to consider. Two applications were not funded due to no response for information needed by the committee.

Mr. Hunt moved to accept the committee report, as presented; Ms. Butler seconded the motion.

VOTE: Motion Passed; Unanimous.

Marketing and Entrepreneurship Committee Report

Mr. Rogers called on Sandra Gardner to give the Marketing and Entrepreneurship Committee report.

Mr. Pedigo moved to accept the committee report, as presented; Mr. Barker seconded the motion.

VOTE: Motion Passed; Unanimous.

On-Farm Water Management Committee

Mr. Rogers called on Mr. Giesecke to provide the On-Farm Water report.

Mr. Giesecke reported that committee had recently met and two applications would be presented next month for approval. The committee also received an update on several projects.

Mr. Giesecke moved to approve the committee report, as presented; Ms. Butler seconded the motion.

VOTE: Motion Passed; Unanimous.

Presentation

A2018-0211

UKRF: Kentucky Beef Mobile App

Mr. Rogers called on Sandra Gardner to introduce presenter Dr. Les Anderson to provide an update on the Kentucky Beef Mobile App (X10D). This presentation was for informational purposes.

No action necessary.

Memo Action Items

Mr. Rogers called on Mr. McCloskey to present the following memo action items

Project Time Extensions

Mr. McCloskey referenced three (3) projects requesting time extensions (*on file*).

Staff recommended approval of these time extension requests.

Ms. Butler moved to accept the staff recommendation, as presented; Mr. Giesecke seconded the motion.

VOTE: Motion Passed; Unanimous.

New Business

New Applications for Referral¹

Mr. Rogers called on Mr. McCloskey to present the new applications for referral.

Mr. McCloskey referenced one (1) new application for referral.

Mr. Pedigo moved to refer the submitted applications to the appropriate committees; Ms. Butler seconded the motion.

VOTE: Motion Passed; Unanimous.

Programs Recommended for Approval

Mr. Rogers called on Sarah Bryant to present programs recommended for approval.

Ms. Bryant referenced fifteen (15) County Agricultural Investment Program (CAIP) applications totaling \$2,814,625.; three (3) DAR applications totaling \$36,250; one (1) Next Gen Program applications totaling \$30,000; one (1) Shared-Use Equipment totaling \$19,125; four (4) Youth Ag Incentives applications totaling \$85,000. The total program funding is \$2,985,000.

Staff recommended approval of these applications.

Dr. Jones moved to approve all programs meeting state guidelines, as presented; Dean Cox seconded the motion.

VOTE: Motion Passed; Unanimous.

Requested Program Amendments³

Mr. Rogers called on Ms. Bryant to present requested program amendments.

Ms. Bryant referenced five (5) counties request for additional funds for existing CAIPs: Trigg County (\$79,000); Bullitt County (\$52,000); Henry County (\$70,000; Carroll County (\$4,000) and Marion County (\$30,000); one (1) request for additional funds for an existing NextGen program totaling \$13,000 (Henry County); one (1) request for additional funds for an existing YAIP program totaling \$5,000 (Henry County). Total program amendment funding is \$253,000.

Staff recommended approval of these amendments.

Ms. Butler moved to approve staff recommendation, as presented; Mr. Barker seconded the motion.

VOTE: Motion Passed; Unanimous.

Applications Recommended for Funding

Mr. Rogers called on Danielle Milbern and Martin Williams to present the following recommendations for funding:

A2021-0157 Nelson County Farm Bureau

Ms. Milbern referenced the above application requesting \$2,188 in Nelson County funds to purchase grain safety equipment for the Nelson County Fire Department.

The White Application Review Committee recommends funding the applicant's request for \$2,188 in Nelson County Funds, subject to terms and conditions.

Mr. Giesecke moved to approve the committee recommendation, as presented; Mr. Foree seconded the motion.

VOTE: Motion Passed; Unanimous.

A2021-0160 Hickman County Board of Education

Mr. Williams referenced the above application requesting \$42,909 in Hickman County Funds for equipment and teaching materials to train students on agriculture workforce skills.

The White Application Review Committee recommended funding the request of \$42,909 in Hickman County funds subject to terms and conditions.

Ms. Butler moved to approve the committee recommendation, as presented; Mr. Foree seconded the motion.

VOTE: Motion Passed; Unanimous.

A2021-0168 Kentucky Horse Council, Inc.

Ms. Milbern referenced the above application requesting \$200,000 in State funds for a NASS Survey for the equine industry.

The White Application Review Committee recommends funding the request for the reduced amount of \$200,000 in State funds, subject to terms and conditions.

Mr. Giesecke moved to approve the committee recommendation, as presented; Ms. Butler seconded the motion.

VOTE: Motion Passed; Unanimous.

Applications for No Funding

A2020-0328 Corner Shop Butchery

Mr. McCloskey referenced the above application requesting funds to build a new USDA Processing Facility.

The Meat Processing Expansion Committee recommends no funding of the request due to applicant's failure to provide needed information and documentation.

Mr. Foree moved to approve the committee recommendation, as presented; Dean Cox seconded the motion.

VOTE: Motion Passed; Unanimous.

A2021-0058

Upton Meats & Custom Processing LLC

Mr. McCloskey referenced the above application requesting \$138,238 in State funds for site preparation of the land to build a USDA processing facility and purchase processing equipment.

The Meat Processing Expansion Committee recommends no funding of the request due to applicant's failure to provide needed information and documentation.

Dr. Pomper moved to approve the committee recommendation, as presented; Mr. Pedigo seconded the motion.

VOTE: Motion Passed; Unanimous.

11:30 am Commissioner of Agriculture Dr. Ryan Quarles assumed the chair.

Pending Applications

Mr. McCloskey stated five (5) applications were pending.

No action necessary on pending projects or programs.

Closing Remarks

Commissioner Quarles welcomed everyone to the State Fair and thanked the board and staff for their participation at the Fair.

Commissioner Quarles stated the KADB Blue Application Review Committee, Meat Processing Expansion Committee, and KADB White Application Review Committee would meet consecutively following the board meeting.

The next KADB meeting will be September 17, 2021 at 10:00 a.m. (EDT).

Adjournment

There being no further business, Commissioner Quarles entertained a motion to adjourn the meeting at 11:40 a.m. (EDT).

Mr. Pedigo moved to adjourn the August KADB meeting; Mr. Barker seconded the motion

VOTE: Motion Passed; Unanimous.

APPROVED DATE:

11-29-21

PRESIDING OFFICER:

Ryan Quarles
Commissioner Ryan Quarles

BOARD SECRETARY:

Milinda Sosby
Milinda Sosby, Board Secretary

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1. A detailed list of the New Applications for Referral is attached as Appendix A.
 2. A detailed list of the applications funded under the listed programs is attached as Appendix B.
 3. A detailed list of requested Program Amendments is attached as Appendix C.
 4. A detailed list of time extensions is attached as Appendix D.
 5. A copy of the Meat Processing Expansion Committee minutes is attached as Appendix E.
 6. A copy of the On-Farm Water Management Committee minutes is attached as Appendix F.
 7. A copy of the Blue Application Review Committee minutes is attached as Appendix G.
 8. A copy of the White Application Review Committee minutes is attached as Appendix H.
 9. A copy of the Marketing & Entrepreneurship Committee minutes is attached as Appendix I.

APPENDIX A: New Applications for Referral

APP #	APPLICANT	COUNTY	Cmte.
A2021-0189	Berea College, Grow Appalachia <i>Grower Technical Services (East Ky DIGS)</i>	Madison	White

APPENDIX B: Programs Recommended for Approval**CAIP**

<u>Application</u>	<u>Program Administrator</u>	<u>County</u>	<u>Funds Requested</u>
A2021-0173	Wolfe County Conservation District	Wolfe	\$200,000.00
A2021-0174	Hart County Cattlemen's Association, Inc.	Hart	\$300,000.00
A2021-0178	Warren County Conservation District	Warren	\$197,784.00
A2021-0180	Hardin County Extension District Board	Hardin	\$100,000.00
A2021-0182	Franklin County Cattlemen's Association, Inc.	Franklin	\$161,225.00
A2021-0183	Carter County Conservation District	Carter	\$130,292.00
A2021-0185	Kentucky Ketch, Inc	Clay	\$300,000.00
A2021-0187	Estill County Conservation District	Estill	\$80,000.00
A2021-0188	Edmonson Co Cattleman Association Inc.	Edmonson	\$95,000.00
A2021-0190	Pendleton County Agricultural Diversification Association, Inc.	Pendleton	\$210,100.00
A2021-0191	Casey County Conservation District	Casey	\$315,000.00
A2021-0193	Graves County Conservation District	Graves	\$50,224.00
A2021-0194	Garrard County Farm Bureau, Inc.	Garrard	\$200,000.00
A2021-0195	Fayette County Conservation District	Fayette	\$175,000.00
A2021-0196	Shelby County Farm Bureau, Inc.	Shelby	\$300,000.00
			\$2,814,625.00

Deceased Farm Animal Removal (DAR)

<u>Application</u>	<u>Program Administrator</u>	<u>County</u>	<u>Funds Requested</u>
A2021-0175	Hart County Soil Conservation District	Hart	\$15,000.00
A2021-0176	Hardin County Fiscal Court	Hardin	\$12,500.00
A2021-0179	Franklin County Conservation District	Franklin	\$8,750.00
			\$36,250.00

Next Generation Farmer (NextGen)

<u>Application</u>	<u>Program Administrator</u>	<u>County</u>	<u>Funds Requested</u>
A2021-0181	Hardin County Extension District Board	Hardin	\$30,000.00
			\$30,000.00

Programs Recommended for Approval

Shared-Use Equipment Program

<u>Application</u>	<u>Program Administrator</u>	<u>County</u>	<u>Funds Requested</u>
A2021-0192	Graves County Conservation District	Graves	\$19,125.00
			\$19,125.00

Youth Ag Incentives Program (Youth)

<u>Application</u>	<u>Program Administrator</u>	<u>County</u>	<u>Funds Requested</u>
A2021-0171	Bourbon County Fiscal Court	Bourbon	\$25,000.00
A2021-0172	Wolfe County Farm Bureau Federation	Wolfe	\$30,000.00
A2021-0177	Warren County 4-H Council	Warren	\$20,000.00
A2021-0186	Hardin County Extension District Board	Hardin	\$10,000.00
			\$85,000.00

Total County Funds Recommended for Approval in Programs:	\$2,985,000.00
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APPENIDX C: Requested Program Amendments

App # A2020-0188
Applicant Name Trigg County Soil Conservation District
Original Amount Approved \$67,142
Execution Date 09/16/2020
Requested Change The applicant requests an additional \$79,000 in Trigg County funds for the *CAIP Program*. The request received a high priority from the County Council.
 This is the first request for an amendment to this application number.
 The term of the program shall remain 12-months from the execution date of the original agreement.
 Approval of this request would bring the program total to \$146,142.
Recommend Approval

App# A2021-0022
Applicant Name Bullitt County Conservation District
Original Amount Approved \$90,577
Execution Date 04/06/2021
Requested Change The applicant requests an additional \$52,000 in Bullitt County funds for the *CAIP Program*. The request received a high priority from the County Council.
 This is the first request for an amendment to this application number.
 The term of the program shall remain 12-months from the execution date of the original agreement.
 Approval of this request would bring the program total to \$142,577.
Recommend Approval

App # A2021-0063
Applicant Name Henry County Cattlemen's Association, Inc.
Original Amount Approved \$45,000
Execution Date 05/26/2021
Requested Change The applicant requests an additional \$13,000 in Henry County funds for the *NextGen Program*. The request received a high priority from the County Council.
 This is the first request for an amendment to this application number.
 The term of the program shall remain 12-months from the execution date of the original agreement.
 Approval of this request would bring the program total to \$58,000.
Recommend Approval

APPENIDX C: Requested Program Amendments

App#	A2021-0064 YAIP
Applicant Name	Henry County Cattlemen's Association, Inc.
Original Amount Approved	\$15,000
Execution Date	05/18/2021
Requested Change	<p>The applicant requests an <u>additional</u> \$5,000 in Henry County funds for the <i>YAIP Program</i>. The request received a <u>high</u> priority from the County Council.</p> <p>This is the first request for an amendment to this application number. The term of the program shall remain 12-months from the execution date of the original agreement.</p> <p>Approval of this request would bring the program total to \$20,000.</p> <p>Recommend Approval</p>

App#	A2021-0065 CAIP
Applicant Name	Henry County Cattlemen's Association, Inc.
Original Amount Approved	\$217,000
Execution Date	05/26/2021
Requested Change	<p>The applicant requests an <u>additional</u> \$70,000 in Henry County funds for the <i>CAIP Program</i>. The request received a <u>high</u> priority from the County Council.</p> <p>This is the first request for an amendment to this application number. The term of the program shall remain 12-months from the execution date of the original agreement.</p> <p>Approval of this request would bring the program total to \$287,000.</p> <p>Recommend Approval</p>

App#	A2021-0097
Applicant Name	Carroll County Conservation District
Original Amount Approved	\$158,084
Execution Date	Awaiting Signature
Requested Change	<p>The applicant requests an <u>additional</u> \$4,000 in Carroll County funds for the <i>CAIP Program</i>. The request received a <u>high</u> priority from the County Council.</p> <p>This is the first request for an amendment to this application number. The term of the program shall remain 12-months from the execution date of the original agreement.</p> <p>Approval of this request would bring the program total to \$162,084.</p> <p>Recommend Approval</p>

APPENIDX C: Requested Program Amendments

App#	A2021-0116
Applicant Name	Marlon County Conservation District
Original Amount Approved	\$150,000
Execution Date	05/25/2021
Requested Change	<p>The applicant requests an <u>additional</u> \$30,000 in Marion County funds for the <i>CAIP Program</i>. The request received a <u>high</u> priority from the County Council.</p> <p>This is the first request for an amendment to this application number. The term of the program shall remain 12-months from the execution date of the original agreement.</p> <p>Approval of this request would bring the program total to \$180,000</p> <p>Recommend Approval</p>

APPENDIX D: Requested Time Extensions

App#	A2019-0103
Applicant Name	Metcalfe County Extension District Board
Amount Approved	\$190,000 in State funds and \$10,000 in Metcalfe County
Execution Date	8/5/2019
Requested Change	The applicant requests a 12-month time extension to finish the commercial kitchen and allow additional time to get the documents needed for a check request. The new deadline will be August 12, 2022.

Recommend Approval

App#	A2019-0023
Applicant Name	Imel's Greenhouse
Amount Approved	\$74,588 in State Funds
Execution Date	8/16/2019
Requested Change	The applicant requests a 6-month time extension, since the applicant's construction of the project has been delayed due to high demand and backorders on supplies. The new deadline will be February 2, 2022.

Recommend Approval

App#	A2019-0226
Applicant Name	UK Research Foundation (Bee Health Project)
Amount Approved	\$94,928 State funds over two years
Execution Date	1/30/2020
Requested Change	The applicant requests a 12-month time extension, since COVID-19 everything has slowed down dramatically. They are working on processing samples. The new deadline will be December 30, 2023.

Recommend Approval

APPENDIX E: Meat Processing Expansion Committee Meeting Minutes

Meeting Date:	August 20, 2021
Meeting Location:	Hybrid Meeting at Kentucky Fair and Exposition Center in the South Wing A Board Room
Meeting Chair:	Wayne Hunt
Attendees:	Committee: Wayne Hunt, Dr. Gordon Jones, Bobby Forcee, Brenda Paul, Al Pedigo, Keith Rogers and Thomas McKee KCARD Staff: Aleta Botts KOAP Staff: Brian Lacefield, Bill McCloskey, Danielle Milbern, Brian Murphy, Martin Williams, Sarah Bryant, Sandra Gardner, Nick Van Over, Kara Keeton Other: Tim Hughes, Renee Carrico
Minutes Issued By:	Danielle Milbern
Meeting Call to Order:	11:54 AM EDT
Meeting Adjourned:	12:02 AM EDT
Agenda Items:	
<p>I. Chairman Wayne Hunt called the meeting to order.</p> <p>Current Balance \$175,920 and the Current Request \$9,953 of Meat Processing Expansion Committee Funds.</p> <p>II. Staff gave an update on the current balance of \$165,967.</p> <p><u>Level 2:</u></p> <ul style="list-style-type: none"> A2020-0200 Moonlight Processing, Inc. Budget Reallocation <i>The Committee, by acclamation, recommended approval of the applicant's request for a budget reallocation.</i> A2021-0035 Moonlight Processing, Inc. Budget Amendment and Requested Additional Funds <i>Bobby Forcee moved to recommend approval of the applicant's request for a budget amendment and additional funds, second by Al Pedigo. Motion passed unanimously.</i> <p>Dr. Gordon Jones noted that in the future an MPIP Level 2 applicant should not be paying out on two projects at once.</p>	
Next Meeting: September 17, 2021	

APPENDIX F: On-Farm Water Management Committee Meeting Minutes

Meeting Date:	8/19/2021
Meeting Location:	South Wing Board Room A, Kentucky Exposition Center and via Zoom
Meeting Chair:	Bill McCloskey
Attendees:	Committee Members: Fritz Gieseke, Kevin Jeffries, Eddie Melton, Al Pedigo, and John Dix (virtual) KOAP Staff: Martin Williams, Bill McCloskey, Brian Murphy, Sarah Bryant, and Brian Lacefield Technical Water Advisor: Bill Caldwell Applicants/Guests: Sam Lee and Geoff Manley
Minutes Issued By:	Martin Williams
Meeting Call to Order:	2:00 p.m.
Meeting Adjourned:	3:26 p.m.

Agenda Items:	
1. A2021-0184	Ryan Bratcher a.) Committee recommends not funding the request due to lack of meeting minimum eligibility requirements for the program. Al Pedigo made motion, Kevin Jeffries seconded. Motion passed, unanimously.
2. A2021-0115	Jarrold Brent Cornett a.) Committee recommends funding the applicant for \$10,000 in state funds for micro-irrigation and plasticulture equipment to supply water for his 100 acres of vegetable production. Eddie Melton made the motion. Fritz Gieseke seconded the motion. The motion passed unanimously.
3. A2021-0137	Bluegrass Roots Farm Foundation a.) Committee recommends funding the applicant for \$38,365 in state funds, as a forgivable loan that has a five year term, for a storm water retention basin to collect water for their incubator farm. Kevin Jeffries made the motion. Al Pedigo seconded the motion. The motion passed unanimously.
4.	The next meeting date was set for November 18 th at 2pm EDT in Frankfort, KY with staff being responsible for following up with any additional information.

APPENDIX G: Blue Application Review Committee Meeting Minutes

Meeting Date:	8/20/2021
Meeting Location:	Hybrid Meeting at Kentucky Fair and Exposition Center in the South Wing A Board Room
Meeting Chair:	Bill McCloskey
Attendees:	Committee Members: Bobby Foree, Sarah Butler, Wayne Hunt, Al Pedigo, Michael Peterson and Keith Rogers KOAP Staff: Brian Lacefield, Bill McCloskey, Danielle Milbern, Brian Murphy, Martin Williams, Sarah Bryant ,Sandra Gardner KCARD Staff: Aleta Botts
Minutes Issued By:	Danielle Milbern
Meeting Call to Order:	11:53 a.m.
Meeting Adjourned:	11:53 a.m.

Agenda Items:
1. A2020-0228 Menifee County Board of Education a.) Committee recommends approving the applicants request for a budget reallocation.

APPENDIX H: White Application Review Committee Minutes

Meeting Date:	8/20/2021
Meeting Location:	South Wing Board Room A and Zoom Video Conferencing
Meeting Chair:	Bill McCloskey
Attendees:	Committee Members: Dean Nancy Cox, Keith Rogers, Dr. Gordon Jones Fritz Giesecke, Thomas McKee, and Matt Hinton KOAP Staff: Bill McCloskey, Danielle Milbern, Martin Williams, Sandra Gardner, Brian Murphy, Hannah Johnson, Nick VanOver, and Logan Bechannan KCARD: Aleta Botts Stepping Stone Farm: Hanna, Brandon, Colt, and Ally Barnett Creation Gardens: John Thomas Grow Appalachia: Candace Mullins, Chris McKenzie, and Mark Walden
Minutes Issued By:	Martin Williams
Meeting Call to Order:	12:04 p.m. EDT
Meeting Adjourned:	1:45 p.m. EDT

Agenda Items:

1. A2021-0121 Creation Gardens, Inc.
a) Committee recommends funding this application, as a forgivable loan with a five year term with annual forgiveness being based off of purchasing Kentucky farm product from at least ten farms for equating to \$373,259 in purchases for year one and each year increasing purchasing from the previous year by 25%.
2. A2021-0150 UK Research Foundation
a) The applicant requested to be pended until they were able to secure more important information pertinent to their project.
3. A2021-0151 Stepping Stone Farm
a) Committee recommends funding this application up to the amount of \$300,000 as county money matched by state money with the applicant having 12 months from the execution of the legal agreement to secure county commitments.
4. A2021-0189 Berea College, Grow Appalachia
a) Committee recommends approving this application for \$260,575 in state funds with the applicant receiving \$15,000 in multiple county funds and priority sheets from at least 15 counties.

Motion to adjourn by Dean Cox and seconded by Keith Rogers.

APPENDIX I: Marketing & Entrepreneurship Committee Minutes

Meeting Date:	Tuesday, August 10, 2021
Meeting Location:	Zoom Meeting
Meeting Chair:	Wayne Hunt
Attendees:	Committee: Wayne Hunt, Dr. Gordon Jones, Al Pedigo, Keith Rogers Commodity Representation: Bonnie Jolly (KPPA), Jamie Guffey (KPF), Kelly Tucker & Nikki Whitaker (KCA) Staff: S. Gardner, K. Keeton, B. Lacefield, B. McCloskey, B. Murphy
Minutes Issued By:	Sandra P. Gardner
Meeting Call to Order:	10:46 a.m. EDT
Meeting Adjourned:	11:52 a.m. EDT
Agenda Items:	
<ol style="list-style-type: none"> 1. Mr. Hunt called the meeting to order and yielded the floor to Sandra Gardner to report. Ms. Gardner highlighted the meeting agenda and reviewed the committee's promotional fund memo, highlighting income and expense totals, as well as a couple corrections to the memo. 2. Review of Prior Year Promotional Fund Expenditures Ms. Gardner highlighted the "budget vs. actual report" for each organization. <ol style="list-style-type: none"> i. Bonnie Jolly explained the \$0.00 expenditure on the pork promotion line item. ii. Jamie Guffey discussed the overage in KPF's curriculum line item, which was due to high cost for Spanish translation. iii. Kelly Tucker described the Beef Solutions consumer cookbooks. 3. KBA Public Education Partnership (PEP) Program Update <ol style="list-style-type: none"> A. Ms. Gardner reviewed the KADB's historical investment and value of commercials aired through the program. B. Ms. Gardner noted that the current KBA contract would lapse at the end of September and questions remain about the board's intent to continue in the program. C. Committee members stated ideas, concerns and opinions on funding another year of the KBA-PEP investment. Commodity representatives also provided the perspective from their organizations. D. The consensus of the committee was to do outreach to commodity groups during state fair and to survey all commodity groups to see what interest they may have in investing in KBA-PEP and what existing materials they may have to use for the commercial spots. The committee will reconvene in early September to discuss the findings and its recommendation to the full board on the future of KBA-PEP. 	

APPENDIX I: Marketing & Entrepreneurship Committee Minutes

4. Consideration of Current Promotional Fund Budget Requests (2021-2022)

Mr. Hunt called on each of the commodity representative to present their budget requests:

A. Kentucky Pork Producers Association

- i. Ms. Jolly explained KPPA's 2021 request for \$89,626 and explained the need for each item. Ms. Jolly noted that the Pork Producers would contribute to the KBA-PEP even if the other groups were not able to.
- ii. Dr. Jones moved to approve the 2021 request; Mr. Pedigo seconded. Motion passed by voice vote.

B. Kentucky Poultry Federation

- i. Mr. Guffey explained KPF's 2021 request for \$17,300 and explained the need for each item. Mr. Guffey also offered an alternative budget proposal to provide \$9,000 support for KBA-PEP in the event that it continues for another year.
- ii. Mr. Rogers moved to approve the 2021 alternative request of \$23,540 if the PEP proposal moves forward – if no PEP, then the original request for \$17,300 is implemented; Mr. Pedigo seconded. Motion passed by voice vote.

C. Kentucky Cattlemen's Association – no promotional remaining fund balance

5. Next Meeting – TBD for late June or early July
6. Adjourned.