

Agriculture Development Council Meeting Minutes

September 21, 2023

I. Call to order

Chair John Wicks called to order the meeting of the Agriculture Development Council at 9:01 am on Thursday September 21, 2023.

II. Roll call

Dani Jones conducted roll call and introductions were made by council members and department staff.

Council Members: Chair John Wicks, Megan Hedges, Lars Hanson, Sara Hollenbeck, Dean Folkvord, Department of Commerce Director Scott Osterman and Liane Taylor proxy for Scott Osterman, Deputy Director Zach Coccoli, proxy for Director Christy Clark.

Department Employees: Bailey Kaskie, Andy Fjeseth, Cort Jensen, Weston Merrill, Marty Earnheart, and Dani Jones.

Members of the public list available.

III. Public Comment

Chair John Wicks called for public comment. There were no comments from the public.

IV. Review of Meeting Minutes

The committee reviewed the past meeting minutes from June 9, 2023. Liane Taylor made a motion to accept the minutes as presented. Sara Hollenbeck 2nd the motion. All in favor, motion passed.

V. Department Update

Bailey Kaskie and Andy Fjeseth shared with the council that about the mini grant programs, business acceleration and market development programs. Bailey shared that there has been some good interest but will propose small changes. Will be combining the two programs into one application. Business acceleration and market development program will have a \$20k max and a one-year window with a quarterly review, no monthly. Trying to stay away from feasibility studies. Liane Taylor asked is there is a clause for extension. The rules follow GTA, but willing to work with the recipient.

Bailey Kaskie shared updates on the GTA guidelines, such as vehicles that will be based on a case-by-case basis, match to cost share. There will be a three-week period for the pre application process. That will open on October 2nd and close on October 23rd. The November ADC meeting will be held to discuss and decided on who to invite for the full application. John Wicks shared that the meeting in February will be a full, in person meeting. Would like to plan for a 5-minute presentation from the applicant to spark more conversation. Bailey agreed with the idea and suggested a short summary of the ask from the recipient. Both Sara and John agreed that there needs to be more form the council to spark conversation and questions.

VI. Market Development Activity Proposals

Weston Merrill shared with the council that Hola Montana was started as an adaptive way when covid hit and changes in person meetings, trade mission. The target for Hola Montana is the end consumer, there are connections and recipe links. Hola Montana is a tool to combine Latin American importers. Dean Folkvord agreed that it is a connection to Montana growers. Weston has done producer profiles within the funding, it would be a goal to connect a grower or company, to have them use the Hola Montana logo wherever they are importing. Two major promoters have requested that they come to Bogota Columbia for an on-country promotion, to bring producers. Liane Taylor asked about the funding source. Andy shared the funding come throughs the specialty Crop Block Grant and a grant from the Pulse Crop Committee. The asking that is being brought to the tale is for the next level in digital marketing.

Andy Fjeseth shared with the committee that the domestic marking ask is a new focus, looking into next level shows that will have “Taste Our States”. Which includes taking Montana companies to larger shows for domestic markets. The department would purchase the booth space for the Montana companies, cutting back on the big costs for the companies. Dean Folkvord asked is the shows were and effective way of meeting buyers? Are producers sometimes too busy? Marty Earnheart shared with the council that trade shows have fallen in numbers but a making a comeback. Majority of the shows have one on one meetings already scheduled in a private setting for the producers/company to meet with buyers. The companies that Marty has been in contact with are very interested. Sara Hollenbeck asked how the companies get picked? Marty sends out recruitment to all companies, so everyone has a chance. Marty will then meet with the companies and discuss the show/buyer to make sure that it fits the Montana companies needs at that time. Andy reminded the council that the post show reports are so important for the businesses. The Montana Pavilion will be a great opportunity for bringing in others.

Andy shared with the council that Taiwan Trade Mission that is happening at the end of Octoer 2023. Andy, along with Director Christy Clark will be making the trip with the

department of commerce, the governor, and members from his staff. The department is asking for ten thousand dollars to help with the cost of the trip. Whatever funding is not used will be returned to the council. All the members going on the trip have a different itinerary, with a total of about 36-40 people going.

Liane Taylor made the motion to fund all request expenses for the Market Development Activity Proposals as presented. Megan Hedges 2nd the motion. All in favor, motion passes.

VII. Next Meeting Dates

The next council meeting will be Tuesday November 14th, 2023, via Zoom. The department will send out the meeting information.

The next in person meeting will be the February meeting with GTA awards made.

VIII. Public Comment

Chair John Wicks called for public comment. There were no comments from the public.

IX. Adjournment

Meeting adjourned at 9:50am by John.

Minutes submitted by: Dani Jones

Minutes approved by: Andy Fjeseth