

MDPC *Minnesota Dairy Promotion Council*

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**Minnesota Dairy Promotion Council
Board Meeting
Delta Marriott Minneapolis NE, Minneapolis, MN
August 25, 2021
Minutes**

Members Present:

In-person: Mindi Arendt, Ken Herbranson, Eric Hoese, Shirley Hulinsky, Karen Kasper, Charles Krause, Sarah Kuechle, Barb Liebenstein, Kate McAndrews, Doug Popp, Dave Schwartz, Eric Sonnek, Kristine Spadgenske, Suzanne Vold, Rita Young

Virtual: Mega Herberg, Margaret Johnson

Members Absent: Joe Engelmeyer

Others Present:

In-person: Guests: deb Vander Kooi, Allen Merrill, Princess Kay Finalists; Midwest Dairy Staff: Jenna Davis, Lisa McCann, Molly Pelzer, Shannon Watrin, Melissa Young

Virtual: Midwest Dairy Staff: Brenda Goldman, Wendy Meck

1. Call to Order

Meeting was called to order at 10:02 a.m. by Charles Krause.

2. Pledge of Allegiance

Charles Krause led the board in the Pledge of Allegiance.

3. Invocation

Invocation was given by Sarah Kuechle.

4. Roll Call

Roll call was taken by Karen Kasper, and she announced the presence of a quorum.

5. Agenda

**Suzanne Vold moved, Kate McAndrews seconded to approve the agenda.
Motion Carried.**

6. Minutes

**Eric Sonnek moved, Shirley Hulinsky seconded to approve the minutes of
June 29, 2021. Motion Carried.**

7. Financial Report

Wendy Meck reported virtually on MDPC financial activities.

**Rita Young moved, Doug Popp seconded to approve the Minnesota Dairy
Promotion Council financial statement as presented. Motion Carried.**

8. Old Business: MDPC Reserves

The board discussed the current MDPC reserve levels.

A proposal was made to spend \$200,000 from reserves to fund school grants for milk service machines for their food service/lunch programs. Waconia school was provided as an example of success.

Staff introduced the “Reset Yourself with Dairy” campaign which targets Gen-Z and emphasizes evolving dairy’s benefits to include immunity, calm, energy, and digestive health.

Charles Krause moved, Kristine Spadgenske seconded to table motions on proposals for funding using MDPC Reserves until the October board meeting. Motion Carried.

Action: continued discussion of milk service machine grants to occur at the October MDPC meeting, including a formalized proposal and the CEO of Kemps in attendance.

Action: a formalized proposal on “Reset Yourself with Dairy”, including the requested funding amount to be made at the October MDPC meeting.

9. Adjourn

Charles Krause declared the meeting adjourned at 11:05 a.m.

Respectfully Submitted,

Karen Kasper
Secretary

Charles Krause
Chair