**ILLINOIS CORN MARKETING BOARD**

**EXECUTIVE COMMITTEE**

**Minutes of a Meeting**

**Held March 7, 2018**

A meeting of the Executive Committee of the Illinois Corn Marketing Board was held at the Illinois Corn office at Bloomington, Illinois on March 7, 2018. The meeting was called to order at 9:00 am by Paul Jeschke, Chairman.

Those present were:

Jim Raben Roger Sy

Paul Jeschke Jim Reed

Dirk Rice Don Duvall

Mike Wurmenst

Also present were:

Rodney Weinzierl Kayla Veeder

Tom Mueller

***Evaluation of Goals***

The Exports Committee will be reviewing Goal 3. The Industrial Committee will be reviewing Goal 2.

***Review of Commodity Classic***

The committee discussed the contract that NCGA had with the hotel in Anaheim. We will work with the Commodity Classic event coordinator to plan for larger meetings in our suite in the future.

Sonny Perdue, Secretary of Ag, was at the event for two days. There was some tension around the RINS cap issue that came up in Washington, DC the day prior.

There was a lot of good discussion during Corn Congress this year. There was a lot of meaningful debate on the floor this year.

It was clear at the trade show that the information management sector was the new big thing. The food was very good at the trade show this year.

***Executive Programs***

The county Farm Bureaus run the Gateway/Food for Thought program. The ag media people work together at the state fair to do the Master Showmanship program. We typically fund these programs annually.

**It was moved by Don Duvall and seconded by Dirk Rice**

**THAT we approve the following executive programs for FY18:**

**Gateway/Food for Thought $1,000**

**Master Showmanship $250**

**The motion carried.**

***Communications Plan***

We use discretionary media budget for miscellaneous sponsorships, etc. that come up throughout the year. We typically print general corn brochures annually and will need funds approved to continue doing so. We will be distributing the ICMB annual report soon.

**It was moved by Dirk Rice and seconded by Jim Reed**

**THAT we approve the following communications plan programs for FY18:**

**General Corn Brochures $4,500**

**Discretionary Media $20,000**

**Annual Report $25,000**

**The motion carried.**

We do some specific campaigns for producer education including the “Trade Matters” campaign that we are working on currently. These campaigns typically include postcards, brochures, and educational materials in different publications.

**It was moved by Jim Raben and seconded by Jim Reed**

**THAT we approve up to $100,000 for Producer Education in the communications plan budget for FY18.**

**Producer Education $100,000**

**The motion carried.**

***Syngenta Leadership Academy***

Applications for the Syngenta Leadership program are due on March 30. ICMB typically submits one candidate and we may consider submitting two candidates. Marty Marr will be representing ICGA.

***Budget Process for 2018-2019***

The audit committee will work with Suzie to come up with a draft budget in May and we plan to approve this at our June meeting. We typically approve committee budgets and the overall budget in July. We plan to hear funding proposals from US Grains Council, NCGA and ICGA in August.

***Past Director Event***

The committee discussed ways to engage the past board members and get them more involved in PAC fundraising. Staff will brainstorm ways to create more interaction for the event this year.

***Other***

US Grains Council applications are due on March 15.

**It was moved by Don Duvall and seconded by Roger Sy**

**THAT the meeting of the Executive Committee be adjourned.**

**The motion carried.**

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Dirk Rice, Secretary