

**Virginia Egg Board Annual Meeting
Final Minutes
September 14, 2023
Hotel Roanoke and Conference Center
Regency Room
10:10 am**

The Virginia Egg Board meeting was called to order at 10:10 am by Rodney Wagner.

Members of the Egg Board present were Rodney Wagner, Lake Wagner, Dr. Paul Ruzsler, Hobey Bauhan., Keith Sheets, Secretary Cecilia Glembocki

Excused: Lee Underwood, Ken Risser.

Virginia Egg Council members present were Lake Wagner, Dr. Paul Ruzsler, Dr. Mike Persia, Hobey Bauhan, Cecilia Glembocki and Elizabeth Myers,

Excused Members: CJ Martin, Mary Rapoport, Kortland Risser, Ken Risser Guests: Cliff

Williamson, Matthew Rucker, and Melissa Ball.

MINUTES

Cecilia Glembocki presented a copy of the draft minutes of the Virginia Egg Board. Dr Ruzsler made a motion to accept the minutes of the Virginia Egg Board, seconded by Lake Wagner. Motion carried.

ANNUAL REPORT

Hobey Bauhan made a motion to accept the year-end report of the Egg Board, seconded by Dr. Paul Ruzsler, motion carried. .

AUDIT

The audit was completed by Michel Aukamp. The Auditing firm also completed the 990-tax report previously completed by Paula Kelly CPA.

REVENUS:

Cecilia Glembocki reported that this year's revenues was \$196,168.96 and transferred \$194,132.42 to the Virginia Egg Council.

Revenues : FY 2022-2023 June to July was \$196,168.96

Cecilia Glembocki reported that there are currently 90 registered egg handlers but only 79 are paying the egg excise tax on eggs sold, used, or consumed. The others are not paying the egg excise tax because they don't meet the 500-case requirement per year.

The Virginia Egg Council is under contract with the Virginia Egg Board until 2024 to administer promotional programs, oversee research at Virginia Tech and review and implement advertising efforts for the Virginia Egg Board.

The Virginia Egg Board only reports expenditures as it relates to revenue from the Egg Excise Tax. The Virginia Egg Council reports financial statements on all additional funds received from grants from the American Egg Board.

PROMOTIONAL PROGRAMMING:

Cecilia Glembocki presented an overview of a comparison of programs conducted for the past fiscal year. She noted that although the pandemic affected all areas of the agricultural industry, the ability to participate in live radio, TV or in-person programs were slightly better than in previous year. On-air and in-house TV programming resumed as well as zoom TV segments continued in some markets. There were 140 programs conducted compared to 137 in the previous year. The increase was due to posting on social media. Consumers search the network as well as rely on our Web page to get TV recipes.

The greatest amount of funds spent was in the area of Health Professionals. More professionals as in the Academy of Nurse Practitioners, The Virginia Academy of Physician assistants stressed the new dietary guidelines of including eggs as Baby's first food. Exhibits allowed for the distribution of educational materials for all these health professionals.

A New Mom; s packets with a baby spoon and a bib accompanied by baby's first egg food was developed and distributed to area OBGYN hospital units.

The new children's hospital in Richmond distributed hundreds of *Day on the Farm* activity books with crayons to children entering the hospital.

A new egg ambassador, Dr. Hogan, will become the Virginia Egg Council's spokesperson at the professional seminars for health professionals in the Tidewater area. She is a pediatrician focusing on food allergies for children. She advocates feeding babies eggs and peanuts so that they would tolerate these foods more readily as they grow to be toddlers.

A new promotion was developed along with the Virginia Department of Agriculture and Consumer Services to promote eggs for May is Egg Month. The staff of VDACS as well as the Governor's staff received box lunches of egg salad sandwiches as they celebrated May is Egg Month. For the second promotion with the Governor's first lady Suzanne S. Youngkin was at a Feed More food distribution center where 14,400 shell eggs were given to needy families in the Richmond and Abingdon areas.

Although these were difficult times, the staff created innovative programs using Zoom to present television segments, and presentations. These segments were developed for state and national meetings.

Summary of Programs FY 2020-2021			FY 2021-2022	FY 2022-2023
Total Number of Program	132		137	140
Programs	Number of program		Cost	
Consumer Meetings				3
Educational Program	4	11	\$4,619.52	12 \$5,804.68
Extension	2	0	\$00	0
Food Service	0	2		3 \$309.96
Meetings	22	23	\$1,287.19	4
Zoom Meetings	8	13	\$0.00	4 \$309.96
Print Media	3	0	\$00	
Public Relations	17	15	\$28,990.16	10 \$2,147.71
Radi0 Weggsday campaign \$3,297.92*		1	\$121.31	
Social Media	2	6	\$17,703	29 postings
Industry Support	3	3	\$285.39	4 \$0
Television Segments	65	54 (15 ZOOM)	\$5,044.56	69 \$6,422.22 5.7 hours
Professional Development	8	0		1

Food Service	0	2	\$6,497.71		
Health Professionals	0	9	\$14,548.19	6	\$10,500 AEB
					\$1,500

The Virginia Egg Council received \$3,400 from the American Egg Board grants program. AEB contributed many educational materials to enhance our programming within the past year for free.

The Virginia Egg Council designated the following funds to be distributed to these organizations for the FY 2023-2014.

Virginia Poultry Federation, \$15,000, VA Tech Research (\$12,500 for year 2022-2023), \$7,000 for FY 2023-2024, Ag in the Classroom \$2,500, Agribusiness Council \$1,000 for an egg rich dessert for the Annual Banquet, State Fair Culinary Scholarship of (\$1,700, FY 2022-2023), \$1,000 for FY 2023-2024.

Lake Wagner made a motion to accept the programs that had been conducted and the proposed program ideas for FY 2023-2024. Motion was seconded by Dr. Ruszler, motion carried.

The budget was presented and approved by the Virginia Egg Board, Rodney Wagner made the motion with a second by Dr. Ruszler. Motion carried.

Proposed Budget for the Virginia Egg Board FY 2023-2024

Assessments	\$210,000
Interest	<u>\$ 750</u>
Total Income	\$210,750

Expenses:

Virginia Poultry Federation	\$15,000
VA Tech Research carried forward from fy23	\$12,500
VA Tech Research	\$10,000
Virginia Foundation for Agriculture in the Classroom	\$2,500
Virginia Agribusiness Council	\$1,000
Virginia Association of Physician Assistants	\$1,500
Virginia Academy of Nurse Practitioners	\$1,000
Virginia School Nutrition Association	\$1,250
Virginia State Fair Culinary scholarship	\$1,000
Virginia Tourism Corporation	\$1,500
Payroll Taxes Gross wages	\$116,000
Payroll Taxes	\$9,000
Medical Insurance	\$13,570
Retirement Expenses	\$3,500
Freight and Express	\$500
Postal Services	\$500
Program Supplies	\$5,000
Food Supplies	\$3,000
Administrative Supplies	\$1,500
Printing	\$4,000
Telephone, Internet, Cell	\$6,000
Membership and Publications	\$750
Accounting, Audit	\$12,100
Professional Development	\$250
Skilled Services	\$750
Travel, Meetings	\$9,000
Payroll Processing	\$750
Awards and Contributions	\$1,000
Office rent	\$6,000
Storage rent	\$3,600
Insurance	<u>\$550</u>

Total Expenses	\$244,570
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SUMMARY

1. Cash Balance June 30, 2022	\$34,270.78
2. Assessment Receipts July 1, 2022 to June 30, 2023	\$196,168.96
3. Other Receipts July 1, 2022 to June 30, 2023	\$308.16
4. Total Balance and Receipts (1+2+3)	\$230,747.90
5. Expenditures July 1, 2022 to June 20, 2023	\$194,132.42
6. Cash Balance June 30, 2023,	\$36,615.48

Public Comment: No public comments were noted.

Hobey Bauhan made a motion to adjourn, seconded by Rodney Wagner, Motion carried.

Meeting adjourned at 2:10 pm.

The Virginia Egg Board meeting was called to order at 10:10 am by Rodney Wagner.

Members of the Egg Board present were Rodney Wagner, Lake Wagner, Dr. Paul Ruszler, Hobey Bauhan., Keith Sheets, Secretary Cecilia Glembocki

Excused: Lee Underwood, Ken Risser.

Virginia Egg Council members present were Lake Wagner, Dr. Paul Ruszler, Dr. Mike Persia, Hobey Bauhan, Cecilia Glembocki and Elizabeth Myers,

Excused Members: CJ Martin, Mary Rapoport, Kortland Risser, Ken Risser

Guests: Cliff Wiliamson, Matthew Rucker, and Melissa Ball.

MINUTES

Cecilia Glembocki presented a copy of the draft minutes of the Virginia Egg Board. Dr Ruszler made a motion to accept the minutes of the Virginia Egg Board, seconded by Lake Wagner. Motion carried.

ANNUAL REPORT

Hobey Bauhan made a motion to accept the year-end report of the Egg Board, seconded by Dr. Paul Ruszler, motion carried. .

AUDIT

The audit was completed by Michel Aukamp. The Auditing firm also completed the 990-tax report previously completed by Paula Kelly CPA.

New Appointment: Lake Wagner appointed Ken Risser as the treasurer of the Egg Council as well as the Egg Board.

REVENUS:

Cecilia Glembocki reported that this year's revenues was \$196,168.96 and transferred \$194,132.42 to the Virginia Egg Council.

Revenues : FY 2022-2023 June to July was \$196,168.96

Cecilia Glembocki reported that there are currently 90 registered egg handlers but only 79 are paying the egg excise tax on eggs sold, used, or consumed. The others are not paying the egg excise tax because they don't meet the 500-case requirement per year.

The Virginia Egg Council is under contract with the Virginia Egg Board until 2024 to administer promotional programs, oversee research at Virginia Tech and review and implement advertising efforts for the Virginia Egg Board.

The Virginia Egg Board only reports expenditures as it relates to revenue from the Egg Excise Tax. The Virginia Egg Council reports financial statements on all additional funds received from grants from the American Egg Board.

PROMOTIONAL PROGRAMMING:

Cecilia Glembocki presented an overview of a comparison of programs conducted for the past fiscal year. She noted that although the pandemic affected all areas of the agricultural industry, the ability to participate in live radio, TV or in-person programs were slightly better than in previous year. On-air and in-house TV programming resumed as well as zoom TV segments continued in some markets. There were 140 programs conducted compared to 137 in the previous year. The increase was due to posting on social media. Consumers search the network as well as rely on our Web page to get TV recipes.

The greatest amount of funds spent was in the area of Health Professionals. More professionals as in the Academy of Nurse Practitioners, The Virginia Academy of Physician assistants stressed the new dietary guidelines of including eggs as Baby's first food. Exhibits allowed for the distribution of educational materials for all these health professionals.

A New Mom's packets with a baby spoon and a bib accompanied by baby's first egg food was developed and distributed to area OBGYN hospital units.

The new children's hospital in Richmond distributed hundreds of *Day on the Farm* activity books with crayons to children entering the hospital.

A new egg ambassador, Dr. Hogan, will become the Virginia Egg Council's spokesperson at the professional seminars for health professionals in the Tidewater area. She is a pediatrician focusing on food allergies for children. She advocates feeding babies eggs and peanuts so that they would tolerate these foods more readily as they grow to be toddlers.

A new promotion was developed along with the Virginia Department of Agriculture and Consumer Services to promote eggs for May is Egg Month. The staff of VDACS as well as the Governor's staff received box lunches of egg salad sandwiches as they celebrated May is Egg Month. For the second promotion with the Governor's first lady Suzanne S. Youngkin was at a Feed More food distribution center where 14,400 shell eggs were given to needy families in the Richmond and Abingdon areas.

Although these were difficult times, the staff created innovative programs using Zoom to present television segments, and presentations. These segments were developed for state and national meetings.

Summary of Programs FY 2020-2021		FY 2021-2022	FY 2022-2023
Total Number of Program	132	137	140
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Meetings	22	23 \$1,287.19	4
Zoom Meetings	8	13 \$0.00	4 \$309.96
Print Media	3	0 \$00	
Public Relations	17	15 \$28,990.16	10 \$2,147.71
Radi0 Weggsday campaign	\$3,297.92*	1 \$121.31	
Social Media	2	6 \$17,703	29 postings
Industry Support	3	3 \$285.39	4 \$0
Television Segments	65	54 (15 ZOOM) \$5,044.56	69 \$6,422.22 5.7 hours
Professional Development	8	0	1
Food Service	0	2 \$6,497.71	
Health Professionals	0	9 \$14,548.19	6 \$10,500 AEB
			\$1,500

The Virginia Egg Council received \$3,400 from the American Egg Board grants program. AEB contributed many educational materials to enhance our programming within the past year for free.

The Virginia Egg Council designated the following funds to be distributed to these organizations for the FY 2023-2014.

Virginia Poultry Federation, \$15,000, VA Tech Research (\$12,500 for year 2022-2023), \$7,000 for FY 2023-2024, Ag in the Classroom \$2,500, Agribusiness Council \$1,000 for an egg rich dessert for the Annual Banquet, State Fair Culinary Scholarship of (\$1,700, FY 2022-2023), \$1,000 for FY 2023-2024.

Lake Wagner made a motion to accept the programs that had been conducted and the proposed program ideas for FY 2023-2024. Motion was seconded by Dr. Ruzsler, motion carried.

The budget was presented and approved by the Virginia Egg Board, Rodney Wagner made the motion with a second by Dr. Ruzsler. Motion carried.

Proposed Budget for the Virginia Egg Council FY 2023-2024

Assessments	\$210,000
American Egg Board	\$ 5,000
Interest	<u>\$ 750</u>
Total Income	\$215,750
Expenses:	
Virginia Poultry Federation	\$15,000
VA Tech Research carried forward from fy23	\$12,500
VA Tech Research	\$10,000
Virginia Foundation for Agriculture in the Classroom	\$2,500
Virginia Agribusiness Council	\$1,000
Virginia Association of Physician Assistants	\$1,500
Virginia Academy of Nurse Practitioners	\$1,000
Virginia School Nutrition Association	\$1,250
Virginia State Fair Culinary scholarship	\$1,000
Virginia Tourism Corporation	\$1,500
Payroll Taxes Gross wages	\$116,000
Payroll Taxes	\$9,000
Medical Insurance	\$13,570
Retirement Expenses	\$3,500
Freight and Express	\$500
Postal Services	\$500
Program Supplies	\$6,500
Food Supplies	\$3,000
Administrative Supplies	\$1,500
Printing	\$4,000
Telephone, Internet, Cell	\$6,000
Membership and Publications	\$750
Accounting, Audit	\$12,100
Professional Development	\$250
Skilled Services	\$750
Travel, Meetings	\$12,500
Payroll Processing	\$750
Awards and Contributions	\$1,000
Office rent	\$6,000
Storage rent	\$3,600
Insurance	<u>\$550</u>
Total Expenses	\$249,570

SUMMARY

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6. Cash Balance June 30, 2023,	\$36,615.48

No public comments were noted.

Hobey Bauhan made a motion to adjourn, seconded by Rodney Wagner, Motion carried.

The meeting adjourned at 2:10 pm.

Lake Wagner called the meeting to order at 10:10 am.

Virginia Egg Council members present were Lake Wagner, Dr. Paul Ruzsler, Dr. Mike Persia, Hobey Bauhan, Cecilia Glembocki and Elizabeth Myers,

Excused Members: CJ Martin, Mary Rapoport, Kortland Risser, Ken Risser

Guests: Cliff Wiliamson, Matthew Rucker, and Melissa Ball.

Members of the Egg Board present were Rodney Wagner, Lake Wagner, Dr. Paul Ruzsler, Hobey Bauhan., Keith Sheets, Secretary Cecilia Glembocki

Excused: Lee Underwood, Ken Risser.

MINUTES

Cecilia Glembocki presented a copy of the draft minutes of the Virginia Egg Council. A correction was made to change the name of Hobey Bauhan to Dr. Ruzsler in the minutes. A correction was made. Dr Ruzsler made a motion to accept the minutes of the Virginia Egg Council, seconded by Lake Wagner. Motion carried.

ANNUAL REPORT

Hobey Bauhan made a motion to accept the year-end report of the Egg , seconded by Dr. Paul Ruzsler, motion carried. .

AUDIT

The audit was completed by Michel Aukamp. The Auditing firm also completed the 990-tax report previously completed by Paula Kelly CPA.

REVENUS:

Cecilia Glembocki reported that this year's revenues was \$196,168.96 and transferred \$194,132.42 to the Virginia Egg Council.

Revenues : FY 2022-2023 June to July was \$196,168.96 including additional revenues of **\$3,400 exact amount should be submitted here**. These additional funds were from the American Egg Board for a project that was completed for health professionals. The American Egg Board also gave to the Egg Council free educational and promotional materials that could be used for events and activities.

Cecilia Glembocki reported that there are currently 90 registered egg handlers but only 79 are paying the egg excise tax on eggs sold, used, or consumed. The others are not paying the egg excise tax because they don't meet the 500-case requirement per year.

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PROMOTIONAL PROGRAMMING:

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Although these were difficult times, the staff created innovative programs using Zoom to present television segments, and presentations. These segments were developed for state and national meetings.

Summary of Programs FY 2020-2021		FY 2021-2022		FY 2022-2023	
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Lake Wagner made a motion to accept the programs that had been conducted and the proposed program ideas for FY 2023-2024. Motion was seconded by Dr. Ruszler, motion carried.

The budget was presented and approved by the Virginia Egg Board, Rodney Wagner made the motion with a second by Dr. Ruszler. Motion carried.

Proposed Budget for the Virginia Egg Board FY 2023-2024 Paula Please replace with new budget

Interest	\$150
Total Income	\$210,150
Expenses	
Virginia Poultry Federation	\$15,000
VA Tech Research	\$12,500
Ag in the Classroom	\$2,500
Virginia Agribusiness Council	\$1,000
State Fair Culinary scholarship \$500	\$2,500
Payroll Taxes Gross wages	112,100 increase wages and a one time payment of \$5,000 to MR.
Payroll Taxes	\$8,750
Medical Insurance	13,500
Retirement Expenses	\$3,400
Freight an Express	\$400
Media service	\$1,000
Postal Services	\$2,000
Supplies	\$6,200\
Administrative Supplies	\$1,500
Printing	\$2,500
Telephone	\$5,000
Membership and Publications	\$650
Accounting	11,500
Professional Development	\$100
Repairs and Maintenance	\$00
Skilled Services	500
Meetings	\$00'
Travel	\$2,400
Payroll Processing	\$750
Educational Materials	\$00
Awards and Contributions	\$3,000
Office rent	\$6,000
Storage rent	\$3,600
Bank Charges	\$50
VDACS charges	\$500
Insurance	\$550
Net total Expenses	\$219,000.00

Please correct the following to reflect 2022 2023

1.	Cash balance	June 30, 2021	\$ 31,044.14
2.	Assessment Receipts:	July 1, 2021-June 30, 2022	201,732.89
3.	Other Receipts (Interest)	July 1, 2021-June 30, 2022	36.42
4.	Total Balance and Receipts (1+2+3)		232,813.45
5.	Deduct Total Actual Expenditures		<u>198,542.67</u>

6.	Cash balance	June 30, 2022	\$ <u>34,270.78</u>
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No public comments were noted.

Hobey Bauhan made a motion to adjourn, seconded by Rodney Wagner, Motion carried.

The meeting adjourned at 2:10 pm.

**Virginia Egg Council
Draft Minutes
Hotel Roanoke and Conference Center
September 14, 2023
Regency Room**

Lake Wagner called the Virginia Egg Council meeting to order at 10: 10 am

Members the Virginia Egg Council present: Lake Wagner, Dr Paul Ruzsler,

Ex Officio Members: Dr. Mike Persia, Hobey Bauhan. Matt Rucker, Elizabeth Moyers, Cliff Williamson

Staff present: Cecilia Glembocki Ex. Dir.,.

Excused members: Mary Rapoport, Kortland Risser, .

Lake Wagner appointed Ken Risser as Treasurer of the Egg Council.

Treasurer-

Ken Risser made a motion to accept the minutes of the Virginia Egg Council. A correction of funds allocated to Ag in the Classroom was to be \$3,000 as presented by Hobey Bauhan. The correction will be made, and a final version will be submitted.

Cecilia and Mary Rapoport presented an overview of all programs conducted during FY 2021-2022. A comparison was made as to programs completed in the previous year and more programs were conducted because of the Zoom capabilities and virtual sessions.

Lake Wagner made a motion to accept the promotional report of the completed programming for FY 2021-2022. (Same as VEB), and proposed FY 2022-2023. seconded by Ken Risser, motion carried.

The Financial statement was presented by Paula Kelly, CPA for the Egg Council. .The Virginia Egg Council decided that the amount of \$19,500 be transferred from the reserve funds to the financial statement for FY 2022-2023. Additional funding projects were proposed: :Virginia Poultry Federation - \$15,000, Agi in the Classroom \$2,500, Agribusiness Council \$1,000, Virginia Tech Poultry Research \$12,500 and State Fair Culinary Egg scholarship \$2,500 for 4 years.

The budget will be adjusted to reflect newly appropriated funds for projects, increase in salary and a bonus for Mary Rapoport for one time only. The salary will be increased by \$1,000 over the above the amount recommend of 2.8 percent for salary for the staff. . .

Ken Risser made a motion to accept the financial statement as reviewed and adjusted. CPA Paula Kelly

will submit a new budget with those necessary adjustments.

The budget for FY 2022-2023 was approved by the Virginia Egg Council was presented by Lake Wagner, seconded by Ken Risser, motion carried.

The Egg Council approved the FY 2021-2022 programming and the proposed FY 2022-23 suggested programming. Lake made the motion seconded by Dr. Ruzsler; motion carried.

The next meeting will take place in person in April of 2023 and virtually in October.

Ken Risser, Keith Sheets and Lake Wagner will form a committee to make future plans for the direction and staffing of the Council.

Motion to adjourn was made by Hobey Bauhan and seconded by Ken Risser, motion carried. Meeting adjourned at 3:00.

Summary of Funding from the American Egg Board FY 2021-2022

During the Egg Council meeting Cecilia reviewed the funds from AEB to the VEC.:

Reimbursed for Calendar year 2021

TV Segments \$1,000 received

Nurse Practitioners \$6,100 received

*Weggsday radio promotion FY '20 submitted to AEB but not paid

Summary of completed promotional projects for FY 2022 using AEB Grant Funds

To be reimbursed for Calendar year 2022

Restaurant social media 2021 \$13,000

Local TV Segments 4 markets 2021 \$2,500

Every Bite Counts 2021 \$5,400

VA Assn Teachers of FC Conference 2021 \$1,000

Approved not received

AEB Hotel 2022 \$407.00

AEB Hotel 2022 \$343.00

WHEER Beef Donation 2022 \$771.88

WHEER Relish Catering 2022 \$2,500.00

WHEER Flowering Pants 2022 \$3,398.77

Approved programs - Not received

VDACS Food Expo 2022 \$2,000

Local TV segments 4 markets 2022 \$1,500

Have heart program Feed More 2022 \$3,500

School Nutrition Program 2022 \$3,500

Why Eggs? poster contest 2022 \$4,000

VA School Food Service 2022 \$3,500

Proposed promotional activities for FY 2022-2023

First Lady of Virginia Easter Egg Roll and Egg Hunt April 1, 2023,

.

Possibilities for program

Physicians Assistants exhibit and sponsorship for July 2022 annual meeting, Nurse Practitioner, American College of Family Physicians, Annual conference for Pediatricians, State Fair-Recipe Contest, CME's -Continuing Educational credits at 6 medical college in VA, Health Department Health, and Wellness programs- New Dietary Guidelines, Supply Egg to Egg/Food Desert areas,

Attend AEB Meeting in Charleston SC., Women in Agriculture August 17-18-2022 virtual national meeting...

AEB Grant Proposals ...submitted but yet approved.

The Egg Story Focus

Physicians Assistants July and November

\$7,000

Farmers Value Focus

2 County Faris Rockingham and Abingdon

\$1,200

Ag in The Classroom distribution of Egg centric/ materials	\$3,000	AEB Materials
Culinary scholarship to the State Fair	\$2,000	
Consumer Centric Focus		
Local TV segments	\$1,000	
Social Media Campaign Sept – Nov(Inspire Group)	\$10,000	

Ken Risser made a motion to accept the promotional programs for FY 2021-2022 and the proposed suggested programming for FY 2022-2023. Seconded by Dr. Paul Ruszler. Motion carried