



AMERICAN PECAN COUNCIL

General Meeting of the Council, April 16-17, 2018

Room Location: Enterprise 7 & 8 Hyatt Regency DFW Airport

2334 North International Parkway, Dallas, TX 75261

Monday, April 16th 3:30 pm to 5:30 pm CST; Tuesday, April 17th - 8:00 am - 3:00 PM CST

AGENDA

- 1) Call to Order – Mike Adams, Chairman
- 2) Roll Call and Establish Quorum – Trent Mason, Secretary

WEST REGION	CENTRAL REGION	EAST REGION
Louie Salopek, NM G. L. Straley, Treasurer, NM Phillip Arnold, NM Bruce Caris, Vice-Chairman, AZ Sonja Roeder, NM	<u>Grower Members</u> Mike Adams, Chairman, TX Mike Spradling, OK Scott Landgraf, OK <u>Sheller Members</u> Dan Zedan, TX Dan York, AR <u>At-Large Members</u> J. B. Easterlin, GA (Accumulator)	Buck Paulk, GA Trent Mason, Secretary, GA Molly Willis, GA Jeff Worn, GA Larry Willson, GA <i>Vacant</i> (Public)
Frank Salopek, NM Les Daviet II, NM John Heuler, CA Deborah Walden-Ralls, AZ Blake Houston, CA	<u>Alternate Grower Members</u> Jennifer Ivey, TX Lalo Medina, TX Mike Montgomery, LA <u>Alternate Sheller Members</u> <i>Vacant</i> Ricky Jones, TX <u>Alternate At-Large Members</u> Chad Selman, OK (Accumulator)	Angie Ellis, GA Randy Hudson, GA Claire Powell, GA <i>Vacant</i> Kenny Tarver, GA Ronald Hays, OK (Public)

- 3) INTRODUCTIONS
 - a) Recognition of USDA in attendance
- 4) ITEMS OF GENERAL CONSENT
 - a) Minutes of Prior Meeting – *(Documents will be sent. To be reviewed prior to meeting) (Voting action required)*
 - i) Council Meeting Minutes – January 23-24, 2018
 - b) Council vacancies
 - i) Rules process
 - ii) Actions to be taken
- 5) STAFF REPORTS – Karen Crow, Interim Executive Director
 - a) 2016 Assessment Collections
 - b) 2017 Assessment Collections
 - c) Snapshot - Bi-weekly reports to the Council

- d) Other Items
- 6) STAFFING/HOME OFFICE UPDATE
 - a) Interim Executive Director employment contract – Scott Landgraf
 - b) Advisory Group – Phillip Arnold
- 7) FINANCE REPORT – G. L. Straley, Treasurer (Financial Statements to be sent. To be reviewed prior to meeting.) **(Voting action required)**
- 8) FUNDING REQUEST PANEL REPORT - Recommendations from four (4) submitted applications. *(Documents, including (1) Executive Summary of the Application Requirements and (2) one-page narrative of “Return on Investment” metrics, to be sent and reviewed prior to meeting)* **(Voting action required on each request)**
- 9) COMMITTEE REPORTS
 - a) Communication - Mike Spradling - Survey results
 - b) Compliance - Dan York - Update Internal Audit | Update Handler Visits/Audits
 - c) Statistics & Reporting - Dan Zedan – Update Reporting of Data
 - d) Marketing Research & Promotion - Bruce Caris
 - e) Governance Committee – Mike Adams
- 10) EXECUTIVE DIRECTOR SEARCH UPDATE – Executive Director Search Working Group
- 11) EXECUTIVE SESSION
- 12) WEBER SHANDWICK MARKETING UPDATE
- 13) FUTURE MEETINGS - CALENDAR APC
 - a) July Meeting
 - i) Finalize 2019 Marketing Policy
 - ii) Finalize 2019 Compliance Plan
 - iii) Finalize 2019 Budget of income and expenses
 - iv) Calculate the 2019 proposed assessment rates
 - v) Determine the amount of any carry over funds from one fiscal year to the next to be retained by the Council (if any)
 - vi) Such other purposes as the Chair determines
 - b) September - Annual Meeting
- 14) OLD BUSINESS
- 15) NEW BUSINESS
- 16) ADJOURNMENT