



**AMERICAN PECAN COUNCIL
FULL COUNCIL MEETING
MINUTES**

**WEDNESDAY
APRIL 10, 2019
9:00 a.m. Central Time**

**HYATT REGENCY DFW
INTERNATIONAL AIRPORT
MAVERICK ROOM
2334 North International Parkway DFW
Airport, TX 75261
(972) 453 - 1234**

MINUTES

I. CALL TO ORDER –

Chairman Mike ADAMS called the meeting of the General Council to order at 9:03 a.m.
The following Council members were in attendance:

REGION	SEAT	MEMBER		ALTERNATE
Eastern – Grower	1	Buck A. PAULK	X	Angie S. ELLIS
Eastern – Grower	2	Trent MASON	X	Randy HUDSON
Eastern – Grower	3	Molly WILLIS	X	
Eastern – Sheller	1	Jeff Worn	X	Adam C. HARRELL
Eastern – Sheller	2	Lawrence WILLSON	X	
Central – Grower	1	Mike ADAMS	X	Jennifer IVEY
Central – Grower	2	Michael L. SPRADLING	X	
Central – Grower	3	Billy Scott LANDGRAF	X	
Central – Sheller	1	Daniel J. ZEDAN	X	Steve ZAFFARANO
Central – Sheller	2	William D. “Dan” YORK Jr.	X	
Western – Grower	1	Louie J SALOPEK	X	Frank SALOPEK
Western – Grower	2	G.L. STRALEY	X	Leslie L. DAVIET II
Western – Grower	3	Phillip ARNOLD	X	John HEULER
Western – Sheller	1	Bruce CARIS	X	Deborah E. RALLS
Western – Sheller	2	Sonja ROEDER	X	
Accumulator		J.B. EASTERLIN	X	Chad SELMAN
Public				

STAFF:

Alexander J. OTT	-	American Pecan Council
Jeff SUMTNY	-	American Pecan Council
Emma GARNER	-	American Pecan Council
Julianna KECK	-	American Pecan Council
Deborah BARNETT	-	American Pecan Council

OVERSIGHT:

Andrew HATCH	-	USDA – AMS
Debbie HERMAN	-	USDA – FAS
Nancy HUBBELL	-	USDA – FAS
Jen VARELA	-	USDA – AMS

GUEST:

L. Diane TERRELL	-	Eide Bailly
Evo SORIA	-	John B Sanfilippo & Son
Chris CLOUGH	-	GPGA
Lenny WELLS	-	Georgia – UGA
Tim HAITHCOCK	-	NCPGA
John TAYLOR	-	NCPGA
Garrett GUNAS	-	GPGA
Lamar JENKINS	-	Southern Pecan
R.G. LAMAR	-	GACCP
Lanair WORSHAM	-	GACCP
Michael HARVEY	-	AZPGA
Mark COOK	-	AZPGA
Janice DEES	-	USPGC
Charles ROHLA	-	Noble Research
Larry WOMACK	-	TPGA
Mary Elizabeth SANTOS	-	WTPA – TPGA
Shannon IVEY	-	WTPA – TPGA
Blair KREBS	-	Pecan South – TPGA
Catherine CLARK	-	Pecan South – TPGA
Jon KRUEGER	-	NPSA
Robin DAVIET	-	Western
Mark HENDRIXSON	-	CPGA

Having received a sufficient number of Council members a quorum was established. An “X” identifies those that will be voting members for the meeting.

C. Chairman Update

ADAMS reminded the Council that this is an open meeting and comments from the Council members are Public.

D. Approval of Previous Minutes

The previous minutes were reviewed and updated.

- MOVED BY Louie SALOPEK, duly seconded by Dan ZEDAN and unanimously carried THAT the Minutes of December 18, 2018 be approved as amended. (MOTION 4-10-2019 #1)

II. GOVERNANCE COMMITTEE

A. Audited Financials

Each year, the Council's financials are audited. This is a requirement by the US Department of Agriculture.

A representative from Eide Bailly presented the Financial Statements and Supplementary Information together with Independent Auditor's Report.

- MOVED BY G.L. STRALEY, duly seconded by Jeff WORN and unanimously carried THAT the Council approve the 2016 – 2017 Audited Financials. (MOTION

SPRADLING requested that staff review the assessment collection procedures.

OTT reviewed with the Council the assessment collection procedures and internal controls.

B. Approval of Auditors

Each year, the Council must have its financials audited. Eide Bailly conducted the 2016 – 2017 & 2017 – 2018 FY audits. To ensure that the Council's audit is conducted for the 2018 – 2019 FY, an auditor must be approved by the Council. Because this went out to bid last year, another bid is not required until after the referendum. The recommendation is to approve Eide Bailly for the next fiscal year. Budget for this item will be approved in August.

- MOVED BY G.L. STRALEY, duly seconded by Louie SALOPEK and unanimously carried THAT the Council approve Eide Bailly for the 2018 – 2019 FY financial audit. (MOTION 4-10-2019 #3)

C. Financials

STRALEY reviewed the financials with the Council.

- MOVED BY Trent MASON, duly seconded by Jeff WORN and unanimously carried THAT the financials be approved. (MOTION 4-10-2019 #4)

III. INTERNATIONAL COMMITTEE

A. USPGC

There were three items relating to the US Pecan Growers Council (USPGC) that need to be updated to both the Committee and the Council. These items include: 1) Update on the pending USPGC and APC 2019 Contract; 2) Unified Agreement for the pecan industry and international markets; and 3) ATP funding

Pending Contract:

Based on several calls and meetings, the groups have decided to focus ATP funding on South Korea and South East Asia. The coordinated efforts will be run through the USPGC for ATP

funding. Other Emerging Market Program applications will be submitted by the different states and organizations as to focus ATP on two specific markets. Texas will focus on EMP for Mexico and S. Africa; Georgia will focus on Vietnam; and the APC will focus on India. Updates will be given to the industry as these applications move forward and other programs begin.

Unified Agreement:

Based on several calls and meetings, the groups have decided to focus ATP funding on South Korea and South East Asia. The coordinated efforts will be run through the USPGC for ATP funding. Other Emerging Market Program applications will be submitted by the different states and organizations as to focus ATP on two specific markets. Texas will focus on EMP for Mexico and S. Africa; Georgia will focus on Vietnam; and the APC will focus on India. Updates will be given to the industry as these applications move forward and other programs begin.

ATP Funding:

Two months ago, USDA announced the Agricultural Trade Promotion (ATP) funding. A total of \$200 million was allocated for the program, yet over \$700 million was requested by the U.S. agricultural industry. APC did not apply for ATP funding. A total of four pecan applications were received for funding. The pecan industry received \$1,350,000 over the next three years to assist in opening or expanding markets to off-set the losses due to the China tariff issue. As a place holder, the USDA listed the USPGC as the awardee, however, they called for all four organizations and the American Pecan Council to work together and develop one unified strategy in order to receive the funding.

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B. EMERGING MARKETS – EMPS India

USDA has an Emerging Market Program (EMP) that allocates dollars to organizations that are looking at marketing activities in non-developed countries. As part of the APC's strategic plan, India was considered a top four market behind China (once the tariff issue is resolved), Canada, and the European Union. India qualifies for the EMP program.

In order to obtain the dollars, the APC must hire a grant writer that specializes in Unified Export Strategies (UES) and EMP funding. To apply this year, the APC sent out a request for proposals for an EMP program for India. On March 20, 2019, the International Committee met and approved an unanimous recommendation for Callanan & Callanan to write and manage the EMP India application.

- MOVED BY Bruce CARIS, duly seconded by Jeff WORN and unanimously carried THAT the Council approve Callanan & Callanan as the Council's contractor for an Emerging Market Program (EMP) proposal for India. (MOTION 4-10-2019 #5)

C. UNIFIED EXPORT STRATEGY

The APC beginning this May shall be the lead organization for the pecan industry on dollars submitted for Market Access Program (MAP), Technical Assistance for Specialty Crop (TASC), and other federal grant programs for international marketing.

In order to obtain the dollars, the APC must hire a grant writer that specializes in Unified Export Strategies (UES). To apply for the 2020 season, an application must be submitted this May. On March 20, 2019, the International Committee met and unanimously recommends to the Council Callanan & Callanan Consulting.

- MOVED BY Dan ZEDAN, duly seconded by Scott LANDGRAF and unanimously carried THAT the Council approve the International Committee's recommendation of Callanan & Callanan Consulting for the Council's contractor for a Unified Export Strategy (UES) and management beginning for the 2020 Market Access Program. **(MOTION 4-10-2019 #6)**

D. MEXICO

The APC continues to receive several questions and concerns over Mexico pecans. One main concern is that Mexican growers are "getting a free ride" through promotion. Specifically, the American industry is paying for promotions and Mexican nuts that are arriving into the states.

Recently, leaders of APC have met with leaders from the Mexican pecan growers' association and there is interest of working together to do research studies and other joint efforts to promote pecans. Concepts range from voluntary donations to establishing a Research and Promotion board that would asses all pecan coming into the U.S. for joint promotion and research programs. These discussions are still in its infancy stage, however, there is support of generating more pecan dollars to assist in creating more awareness for consumers.

Other concerns raised include grades and standards for regulating all nuts, regardless of country, should be graded and treated equally. This issue is addressed in the Grades and Standards Committee.

Although these discussions are preliminary, they are proving promising by gather information on other nuts in other countries and how collaborative efforts may be used to promote pecans. The end game is to generate greater awareness of the pecan and then drive demand to capture increase market share.

EASTERLIN stated that the Council should continue to work with Mexico and see if Mexico would be interested in donating for promotion and research activities.

WORN stated that shellers need to work on setting a conversation with Mexico to contribute to like activities.

ZEDAN stated that Council should have the same conversations with Australia and South Africa.

IV. INDUSTRY RELATIONS COMMITTEE

A. DATA COLLECTION

In efforts to streamline the collection of information, the American Pecan Council (APC) was requested a Request for Proposal (RFP) to develop an industry tab for the website that will assist in electronic forms and gathering information. In response to the RFP, the Industry Relations Committee approved to recommend Fishhook Development for the electronic reporting project. The breakdown of the proposal from Fishhook Development is included below.

Fishhook Development
Ongoing contract
\$14,000 Estimated
\$90 per hour after website launch

- MOVED BY Louie SALOPEK, duly seconded by Dan ZEDAN and unanimously carried THAT the Council approve Fishhook Development for the electronic data and industry tab project. (MOTION 4-10-2019 #7)

B. INDUSTRY RELATIONS STUDIES

NASS Survey:

Last year, the American Pecan Council approved \$135,000 for a January survey of the US pecan industry. NASS will be conducting the study for the industry. It should be noted, that the actual cost for the study is \$154,000. However, NASS agreed to work with the industry to complete this year's 2018 program. NASS has agreed to work with the Council on which studies the industry would like in the future and will meet with APC staff in September to introduce their team to the APC team. Additionally, NASS will educate the industry on the costs associated with each study so APC will have a better idea of budget dollars needed.

On a side note, the APC should approve dollars, if they wish to continue this study, at the \$154,000 range. With the APCs monthly reporting, coupled with the NASS study, the industry will have a good indication of numbers for the season.

This study has been delayed due to the government shutdown. However, the data was compiled with a March 14, 2019 publication date.

Land IQ:

Last year, the American Pecan Council (APC) approved as part of their 2018 – 2019 budget, a U.S. Pecan Acreage Survey. Conducted by Land I.Q., the project will utilize satellite imaging to identify pecan trees. Instead of acreage surveys conducted by the industry, the use of modern technology will give the American pecan industry a more detailed and accurate summary of acreage in the top eight states. Once the project is completed, other states may be added as there will be a model to identify trees both in the native and improved varieties. The project began in the west and moved east.

To date, all states are complete with mapping, except for Georgia. Once Georgia is completed, Land IQ will perform a "change analysis" to see how things have changed from 2017 – 2018. Additionally, Land IQ will perform the "age analysis". A comprehensive report will be given to the industry once the project is completed.

RALLS stated that small states should be included in the next survey.

C. PECAN CONGRESS

As part of the American Pecan Council's strategic plan, unification of the industry is critical. Specifically, being able to create dialogue and bring the industry together to ideas, information, decrease duplicative efforts, and ensure that the industry's limited resources are maximized, is key to moving the industry forward. As a result, the APC requested all pecan associations to meet for the first time and begin strategizing on how to communicate more effectively with the industry, and how APC can

communicate more effectively with the Associations. The creation of a working group, being called the Pecan Congress, was established to learn from the associations, while sharing data and strategies with all the associations to better coordinate activities. On April 9, 2019, the associations came together. Staff will update the Council on the meeting.

On a side note, several associations have limited budgets, and travel costs can be a significant portion of their budgets. This is a main theme that was shared prior to the group meeting. APC has expressed its concerns with USDA. Council staff is exploring ways on how funding travel for these meetings may be accomplished. APC staff will continue to work with USDA and the associations to develop a strategy on future meetings.

V. MARKETING COMMITTEE

A. REVIEW OF 2018 (FIRST SIX MONTHS) ACTIVITIES

CARIS reviewed with the Council the first six months of Council activities.

B. PROPOSAL FOR 2018 – 2019 PROGRAM (NET SIX MONTHS)

The APC has been aligned with Weber Shandwick to help market the pecan industry since the program's inception. On August 30, 2018, the Council chose to fund Weber Shandwick for the first 6 months of this fiscal year (10/01/18 - 03/ 31/ 19).

Weber Shandwick is proposing to continue marketing the pecan brand utilizing amplified social channel campaigns with influencer content. Weber Shandwick proposes that industry continue to build the "super" message that is part of the Original Supernut brand by messaging "Superweeks". The Superweek campaign will highlight 7 weekly meal planning and everyday nutritional snacking opportunities to help increase pecan consumption occasions. The Superweek campaign will align with the strategic plan by highlighting the nutritional simplicity in adding flavorful pecans to a variety of dishes.

SMUTNY reviewed with the Council activities for the next six months. Other items to consider in 2019 – 2020 include tracking impressions, defining what an impression is and dietician influencer events.

SMUTNY outlined the tracking of Nielson data.

HUDSON inquired into commercials. The Council discussed pros and cons of commercials and cost associated with these types of projects.

HEULER commented on analyzing the metrics for dashboards by platforms and consumer outreach verses grower outreach. There has to be an attempt to reach success.

ADAMS discussed the need of developing a demand curve, which will be able to track these items. Staff will look into these areas and begin to discuss with working groups and committees.

- MOVED BY Dan ZEDAN, duly seconded by Scott LANDGRAF and unanimously carried THAT the Council approve the Marketing Committee to recommend Weber Shandwick as proposal at a cost not to exceed \$1.3 million for a period beginning April 1, 2019 and ending September 30, 2019.
(MOTION 4-10-2019 #8)

C. ASPIRE IQ & SOCIAL MEDIA

APC staff has identified an opportunity to bring much of the social media channel influencing in house through the use of a program named AspireIQ. Aspire IQ allows the APC marketing team to contract with 700,000 influencers at substantial savings to industry. Bringing these efforts in house will enable APC to re-purpose these realized savings back into Weber Shandwick's efforts or to be utilized for other marketing related projects.

The AspireIQ platform will give APC staff the ability to build a much more robust library of content, as well as providing APC with social media measurement and reporting tools.

- MOVED BY Louie SALOPEK, duly seconded by Phillip ARNOLD and unanimously carried THAT the Council approve a recommendation by the Marketing Committee to fund the AspireIQ platform and the internal influencer program as proposed at a cost not to exceed \$135,000 for a period beginning April 1, 2019 and ending September 30, 2019. (MOTION 4-10-2019 #9)

D. MARKET RESEARCH

i. Nutrition Research

The APC Strategic Plan identified areas of nutritional research that may provide findings that could enhance the marketability of pecans. Dr. Johnson conducted interviews with nutritional researchers to help identify areas of pecan research that show the most promise. The findings that come from this research should enable APC to message on such health benefits and enable industry to follow the health messaging that other nut marketing programs have promoted .

Dr. Johnson would help various draft request for proposals. Once the proposals are compiled, they would again be shared with the Marketing Committee for review.

The total sum of all proposals submitted would not exceed \$250,000.

- MOVED BY Jeff Worn, duly seconded by Louie SALOPEK and unanimously carried THAT the Council approve a recommendation by the Marketing Committee to conduct various Requests for Proposals as identified in the research recommendations presented by Dr. Guy Johnson with the total of all projects combined not to exceed \$250,000. (MOTION 4-10-2019 # 10)

ii. Shelf-Life Study

The American Pecan Council is funding a pecan shelf life study for handling practices of pecans. The objective of this study is to determine the best storage practices for shelled halves and in-shell raw pecans by conducting a shelf-life study using rancidity development, moisture changes, physical changes and sensory evaluations while the product is stored at different storage conditions in a variety of packaging types.

Currently, the shelf life study is at Silliker labs. The study is in two phases. Phase one is scheduled to be completed by the end of May. Phase two will be completed shortly after phase one. As the results are collected, it will assist the industry in educating consumers and buyers on the best handling practices of pecans. Pecan quality and consistency is key in order to ensure that customers enjoy their experience with pecans and continue to purchase our commodity. Results will be shared once the project is complete.

The Committee is proposing APC management continue discussions with NPSA and update the Council on progress with this study.

iii. Chef Summit

The American Pecan Council provided funding for the National Pecan Shellers Association (NPSA) Chef Summit in 2018. The attached proposal from NPSA is requesting that APC continue its support of this event. As proposed, the next Chef Summit would take place in October or November in either San Antonio or Georgia.

The proposal begins the discussion of funding the Chefs Summit which would fall into APC's next fiscal year. The Marketing Committee should discuss the significance of the event during this meeting. A decision to propose funding the project would be made at the next Marketing Committee meeting (June or July). If supported, the Committee's recommendation would go before the full Council at the APC's August meeting.

The Committee is proposing APC management continue discussions with NPSA and consider the Chef Summit for next fiscal year.

iv. Other Promotional Opportunities

Industry members regularly state that the APC should utilize television to market pecans in a manner similar to that in which the walnut industry markets their walnuts. APC staff reached out to various cable providers to understand the walnut industry's efforts. Comcast cable was initially utilized by the walnut industry and started in 10 different markets. Their proposal is attached.

Cable Television and Online Digital Proposal:

The attached information presented by Comcast Cable identifies various markets to advertise utilizing both cable television and online digital advertising. Advertising would air in a minimum of 10 cities. Each city's area of dominant influence would identify with one of the following 3 markets:

1. Low awareness of pecans (Northwest and Northeast)
2. Active, Health Conscious Markets (healthy snacking)
3. High awareness of pecans (markets within our growing region)

:30 and :15 second cable television commercials, On Demand television commercials, and targeted banner ads online, would air weekly over a six month period of time. The television commercials would also air on DirecTV and Dish Network within each of the cities.

Prior to starting the campaign, the APC would subscribe to Nielsen and/or IRI retail data in the designated markets. Data will identify sales levels in the various stores prior to conducting the campaign. Pecan marketers could inform retail in the specific markets about the advertising campaign.

Data will also be queried at the conclusion of each month during the campaign. The data will identify which markets were impacted the most by the APC message. Pecan marketers will also have data to share at the retail level post campaign. Once completed, the data would be utilized to address any future markets. The campaign is modeled after the California Walnut campaign and is anticipated to cost approximately \$3 million for the first 6 months. Advertising would be targeted at X & Y Generation moms which were also identified in the APC strategic plan.

Comcast would create the commercials as part of the package.

The Committee is proposing APC management continue discussions with Comcast and consider reducing the cost of the proposal as a test market.

VI. GRADES & STANDARDS COMMITTEE

A. GRADES & STANDARDS 101

The pecan industry has USDA Grades and Standards in place for both inshell and shelled pecans. The revised shelled pecan standard has been submitted to USDA for approval. The inshell standard is attached for your review and revision. Neither set of grades and standards are currently enforced through third party inspection. The USDA Inspection manual for pecans is also attached for your review and possible revisions.

Through the Federal marketing order (FMO), industry can also choose to establish Quality Standards that would be codified within the FMO. The Quality Standard is utilized to determine what is acceptable for current market conditions. This standard can also be adjusted based on the Council's needs. The Quality Standard would apply to domestically produced pecans, as well as foreign produced pecans entering the United States. Possible uses and/or variations of the Quality Standard could apply to pesticide maximum residue levels or other compounds that have no maximum residue level and are banned for use in the United States.

To enforce such Quality Standards, or the Pecan Grades and Standards in general, third party enforcement through inspection would be required.

During the Committee meeting, it was determined a "deeper dive" will be needed to review standards. Specifically, what types of standards will be needed to ensure that everyone is playing by the same rules yet ensuring that customers receive good quality. Staff will begin putting together some thoughts and ideas on how to proceed and have recommendations to the Committee by July. It may be in the interest of APC to establish a working group to get additional information.

VII. NEW BUSINESS

A.

Randy HUDSON stated that he is going to begin two working groups. The first working group will be with scientific experts to look at grades and standards. The second working group would look at enforcement and how best to manage.

Dan ZEDAN state that the U.S. shellers are putting together a letter to ensure that product meets EPA standards. The draft letter will be sent to the APC as well.

Randy HUDSON stated that the working groups would have the discussions regarding products and ensure that these issues will also be discussed.

B.

VARELA presented to the Council the latest information on the industry's latest inclusion into the Section 608(e) rules. This new addition for the industry will provide an equal playing field for both domestic and international product sold in the U.S. However, it should be noted that standards set in domestic markets would be the same internationally. Twenty six commodities have this provision and standards include: grades, size, quality and maturity.

As grades and standards are reviewed, Section 8(e) provisions will be discussed as part of the committee's assignments.

VIII. ADJOURNMENT

- MOVED BY J.B. EASTERLIN, , duly seconded by Dan ZEDAN and unanimously carried THAT the council meeting be adjourned at 12:06 p.m. (**MOTION 4-10-2019 #11**)

A handwritten signature in cursive script, reading "Deborah Barnett", is written over a horizontal line.

Deborah Barnett, Operations Manager

SUMMARY OF ACTIONS FOR APRIL 10, 2019

MOTION 4-10-2019 #1

MOVED BY Louie SALOPEK, duly seconded by Dan ZEDAN and unanimously carried that the December 18, 2018 minutes be approved as amended.

MOTION 4-10-2019 #2

MOVED BY G.L. STRALEY, duly seconded by Jeff WORN and unanimously carried that the Council approve the 2016 – 2017 Audited Financials.

MOTION 4-10-2019 #3

MOVED BY G.L. STRALEY, duly seconded by Louie SALOPEK and unanimously carried that the Council approve Eide Bailly for the 2018 – 2019 FY financial audit.

MOTION 4-10-2019 #4

MOVED BY Trent MASON, duly seconded by Jeff WORN and unanimously carried that the financials be approved.

MOTION 4-10-2019 #5

MOVED BY Bruce CARIS, duly seconded by Jeff WORN and unanimously carried that the Committee approve Callanan & Callanan as the Council's contractor for an Emerging Market Program (EMP) proposal for India.

MOTION 4-10-2019 # 6

MOVED BY Dan ZEDAN, duly seconded by Scott LANDGRAF and unanimously carried that the Committee approve the International Committee's recommendation of Callanan & Callanan Consulting for the Council's contractor for a Unified Export Strategy (UES) and management beginning for the 2020 Market Access Program.

MOTION 4-10-2019 #7

MOVED BY Louie SALOPEK, duly seconded by Dan ZEDAN and unanimously carried that the Council approve Fishhook Development for the electronic data and industry tab project.

MOTION 4-10-2019 #8

MOVED BY Dan ZEDAN, duly seconded by Scott LANDGRAF and unanimously carried that the COUNCIL approve a recommendation by the MARKETING COMMITTEE to utilize Weber Shandwick as proposed at a cost not to exceed \$1.3 million for a period beginning April 1, 2019 and ending September 30, 2019.

MOTION 4-10-2019 #9

MOVED BY Louie SALOPEK, duly seconded by Phillip ARNOLD and unanimously carried that the COUNCIL approve a recommendation by the MARKETING COMMITTEE to fund the

AspireIQ platform and the internal influencer program as proposed at a cost not to exceed \$135,000 for a period beginning April 1, 2019 and ending September 30, 2019.

MOTION 4-10-2019 #9

MOVED BY Jeff Worn, duly seconded by Louie SALOPEK and unanimously carried that the COUNCIL approve a recommendation by the MARKETING COMMITTEE to conduct various Requests for Proposals as identified in the research recommendations presented by Dr. Guy Johnson with the total of all projects combined not to exceed \$250,000.

MOTION 4-10-2019 #11

MOVED BY J.B. EASTERLIN, , duly seconded by Dan ZEDAN and unanimously carried that the council meeting be adjourned at 12:06 p.m.

