



**Assessment Steering Committee
Wednesday, January 22, 2025
10-11 a.m. PT
Videoconference**

Tom Bodtke, Chair, presiding

MINUTES

Call to order

The meeting was called to order by Tom Bodtke at 10:02 a.m. PT on Wednesday, January 22, 2025.

Committee Members Present: Tom Bodtke, Shelly Hartmann, Brittany Lee, Jody McPherson, Brad Moorer, Denny Vander Kooi, Luis Miguel Vegas, and Brandon Wade and USHBC Chair, Bryan Sakuma

Committee Members Absent: Rodrigo Aceves, Gunnar Avinelis, Ellie Norris

USDA/AMS Representative: Jeanette Palmer

Guests: Dan Barber and John Armato with Fleishman-hillard

Staff Members Present: Kasey Cronquist, Kevin Hamilton, Joe Vargas, Jared Ruggles, Julie Randles and Melinda Kern

QUORUM PRESENT

Approval of Agenda

ACTION 1: Motion made by Brittany Lee to approve the agenda for Wednesday, January 22, 2025.

Motion seconded by Andres Armstrong.

Motion carried unanimously.

Approval of Minutes

ACTION 2: Motion made by Jody McPherson to approve the minutes from December 16, 2024.

Motion seconded by Brittany Lee.

Motion carried unanimously.

Progress Report

Kasey Cronquist introduced Dan Barber and Jon Armato with Fleishman-Hillard who are assisting staff with strategic communications. Dan Barber presented their communication plan recommendations.

Cronquist and Jared Ruggles reviewed the scenarios for assessment increases. The committee discussed the options and noted the USDA timeline for the process.

ACTION 3: Motion made by Brad Moorer to recommend to the USHBC Council to approve the rate of 2.5 cents per pound for fresh fruit and 1.5 cents per pound for processed/frozen fruit.

Motion seconded by Shelly Hartmann.

Motion carried unanimously.

Items and Scheduling of Next Meeting

The next committee meeting will be held in February.

Adjournment

The meeting was adjourned at 11:28 a.m. PT on Wednesday, January 22, 2025.