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**CCA March 5, 2021 Board Meeting Minutes**

**Via Zoom Video Conference**

**Board Members in Attendance:** Peter Kamen, Joe Vidal, Erin Meagher, Dane Lindberg, David Eben, John Slade, Don Giampetro, Matthew Phillips, Chris Amsler

**CCA Staff Members in Attendance:** Len Monheit, Traci Kantowski, Zoe Georgouses

The meeting was called to order by Executive Director Len Monheit at 2:05 p.m. CST.

1. Member meeting review
   * 1. 120 registered, 70% attendance, included several foreign participants from S.E. Asia from government, NGOs, and researchers.
     2. Board felt meeting content was of value and presenters were effective
     3. Presentations will be in the portal for members and gated for non-members
     4. Discussed timing and subject matter for next webinar
        1. How can we build on the subject matter now that we’ve laid a good base, in particular on allergens, sustainability and sat fats?
        2. Other idea for topics and presenters?
           + Ideas discussed included supply chain info, market statistics, coconut water engagement perhaps with speaker from VitaCoco or Zico

ACTION ITEM – determine next webinar timing and subject matter-COMMS to recommend

ACTION ITEM – comms to create takeaways for membership meeting presentations

1. **Committee Updates**
   * 1. Communications – Chair Debbie Shandel, Carrington Farms.
        1. SEO Work
           + Set digital strategy
           + Hired consultant to build out SEO and backlinks
           + Started blog on CCA website
        2. Supporting membership and tech with email blast
        3. Infographic work TBC at comms meeting
        4. Setting final guidelines for National Coconut Day
        5. Brainstorming webinars

ACTION ITEM – members review linking brand websites with CCA specific pieces of content

* + 1. **Membership – Chair Peter Kaman Franklin Baker**
       1. Coconut Cooperative confirmed bronze membership

<https://thecoconutcoop.com/>

* + - 1. Skinny Coconut close to bronze membership
      2. Effort to expand membership to include retailers and distributors

Len in discussion with Kehe who is focused on sustainability and enhancing BCorp values in their supply chain

Talking to Thrive and other retailers

* + - 1. Following up on Sustainability Congress member synergies and opportunities
      2. Planning 1st email blast drive in lieu of Expo West to 1200 addresses
    1. **Technical – Interim Chair Michael Lelah Nutrisciences** 
       1. Saturated fats paper was not picked up by AOCS
          - Team working on finding another journal
       2. Dr. Dayrit article to be published
       3. Recent technical meeting validated KPIs
       4. CCA Tech team working with Dr. Ciaccio to facilitate a credible team of experts to establish an authoritative position on allergenicity, taxonomy, etc to challenge the FDA position on coconut as allergen.
       5. Team to discuss a blueprint to review member status and progress on the 3 sustainability goals

1. **Budget Draft**
   * + 1. Reviewed 2021 budget.
       2. Discussion on various line items
       3. Idea of creating swag that could be sold; hats, t-shits, mugs
       4. Discussion on adding CCA into email footers.

ACTION ITEM – Member’s to review interest in adding and advise at next board meeting

1. **Other Business**
   * + 1. David recapped discussion with Philippines industry group that was made up of members from various associations including PCA, UCAP and a few more equal to PCA.
          - Objective to collaborate on coconut education and initiatives between groups
          - They do not have a board so how to organize and create co-objectives is not yet understood. Followup meeting March 16 to further develop effective platform.
          - Opportunity to hold a joint meeting, format TBC

Roundtable

Breakout groups

* + - 1. 2021 Events
         * Discussion on member ideas for last half events
         * Quick poll on who thought Expo East would happen and who would attend. Majority would attend if on and pending travel restrictions.
         * Supply Side West in late October discussed as possible venue and meeting point.

ACTION ITEM – Look into hotels, meeting space, costs, etc for meet & greet at Expo East, Supply Side

The meeting was adjourned at 2:57 p.m. CST.