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**CCA April 2021 Board Meeting Minutes**

**Via Zoom Video Conference**

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

**CCA Staff Members in Attendance:** Len Monheit and Traci Kantowski

The meeting was called to order by Executive Director Len Monheit at 2:04 p.m. CDT.

ACTION ITEM – Members please send 2021 signed constitution agreement.

1. Prep for UCAP meeting
   * 1. Circulate draft to board and attendees
     2. Len Chair technical, Traci Chair comms, David Chair sustainability
2. National Coconut Day
   * 1. Traci and Debbie outlined theme idea for National Coconut day
        1. Charity & Donation matching program focused around sustainability and the coconut farmer
           + Need to align on particulars for donation matching
        2. National coconut day supported by guaranteed media coverage with Whole Foods magazine, Influencers, signatures for member emails, LinkedIn campaign
        3. Trade partner including distributors and retailers
           + KEHE is enthused and will support
3. Committee Updates
   * 1. **Comms – Chair Debbie, Carrington Farms**
        1. National Coconut Day
        2. SEO work continues
        3. Upcoming webinars
           + Build on Allergen presentation

perhaps market implications

What are we doing and what can we do to help

* + - 1. Content support work for membership drive on LinkedIn

ACTION ITEM: We need member support for the comms committee

* + 1. **Membership – Peter Kaman, Franklin Baker**
       1. Working on plan for weekly outreach on LinkedIn
          - Idea for content, “Driving standards across industry”
       2. Recent virtual email campaign to 1200 emails, 27% open rate, 5% click through
       3. New member update
          - Genius Juice did not commit
          - Skinny co still in discussion though verbal commit
          - Kehe still in discussion
          - Ongoing discussion with Zico new CEO
    2. **Technical -** **Interim Chair Michael Lelah Nutrisciences \ Len updating**
       1. Changing the narrative
          - Went to the Food & Nutrition journal which has prompted a special edition on Sat Fats late 2021
       2. Sustainability working document to be circulated to board
       3. CCA needs to develop supply chain network outside of and in addition to the Philippines

1. **Other Business**
   * + 1. TTC confirmed will be at supply side
       2. 2021 Events
          - Quick updated poll on who thought Expo East would happen and who would attend. Majority would attend pending travel restrictions.

Registration opens in June for hotels

* + - * + Supply Side West in late October

ACTION ITEM – Expo East Look into hotels, meeting space, costs, etc for meet & greet \ cocktail event closest to the Exhibition venue

The meeting was adjourned at 2:58 p.m. CST.