



AMERICAN PECAN PROMOTION BOARD

MARKETING COMMITTEE MEETING

October 17, 2024

11 AM CT

MINUTES

I. CALL TO ORDER

Mr. Adams called the meeting to order at 11 a.m. CT after proper notice was given to the committee.

Mr. Adams called on Ms. Schaffner to call roll and the following members were in attendance:

Mike Adams (Chair)

Trent Mason

Paul Quiros

Molly Willis

Deborah Walden-Ralls

Brycen Salopek

Larry Salopek

Brittan Bagley

Mark Hamilton

Steve Zaffarano

Guillermo Humphrey

The following guests were in attendance:

Anne Warden, APPB Staff

Serena Schaffner, APPB Staff

Carl Sanders, APPB Staff

Joy Glass, APPB Staff

Emma Garner, ABBP Staff

Gabrielle Texiera, APPB Staff

Matthew Collins, USDA

Mr. Adams then called for a motion to approve the previous meeting's minutes. Mr. Brycen Salopek motioned to approve the previous meeting's minutes from July 11,

2024. Ms. Deborah Walden-Ralls seconded the motion. With no further discussion or questions, the committee was aligned and the motion passed unanimously.

II. NEW BUSINESS

Mr. Adams called on Ms. Schaffner to walk the committee through the recent EatPecans.com website RFP process. Ms. Schaffner noted APPB issued and RFP in September for both EatPecans.com and AmericanPecan.com and received eight responses. A few top website considerations APPB staff had while issuing the RFP included rethinking the functionality and look and feel of the website for a better user experience. Ensuring unique educational engagement activations to help visitors be smarter consumers and shoppers, while aligning with the surprisingly snackable campaign. It was also important to staff that the website be built in a user friend format that allows APC and APPB to make ongoing site updates and ensure that sites were optimized for all methods of search, including AI.

Ms. Schaffner then walked through three solid website proposals that were narrowed down and recommended as the best fit for refreshing EatPecans.com, including:

- Neumeric Technologies and Clique Studios
 - Pleasing design layout with consideration for core elements needed like sections on nutrition benefits, etc. The site would be easy to navigate and easy for APPB staff to update. A dynamic recipe section was proposed to increase consumer engagement and the proposal came in under budget.
- DEPT
 - DEPT is a large creative agency with website building abilities. The design was fun, eye-catching and exciting with carefully thought out navigation. The agency showcased excellent synergy between the APPB and APC sites and can deliver both sites before April 2025.
- Rise
 - Site was intuitive and easy to navigate bringing important pages and facts upfront for consumers to consider. The agency doubled down on discoverability and had many visual and interactive elements to keep consumers engaged but with an ease that could be replicated by internal staff. Site would be created with multiple templates that allow new pages to be built easily.

III. DISCUSSION

The committee discussed what they liked about each designs and each agencies as well as understanding of budgets and timelines. After members weighed in on which agencies they felt answered the RFP the strongest, Mr. Adams called for a motion to

move forward with Rise as the new digital agency for EatPecans.com. Mr. Brycen Salopek made the motion and Mr. Trent Mason seconded the motion. With no further discussion, the committee was aligned and the motion passed unanimously.

Ms. Schaffner also noted that Rise's budget estimate covered the development of the sites but not the maintenance of the site once launched and recommended transferring \$35K from the U.S. Consumer Marketing line item to Web Design and Maintenance. Mr. Adams called for a motion to approve the transfer of funds. Mr. Mark Hamilton made a motion to approve the transfer of funds from U.S. Consumer Marketing to Web Design and Maintenance. Ms. Walden-Ralls seconded the motion. No further questions or discussion was had, and the committee was aligned and the motion passed unanimously.

IV. ADJOURNMENT

Mr. Adams requested a motion to adjourn the meeting. Mr. Mason made a motion to adjourn. Mr. Brycen Salopek seconded the motion. The committee was in favor and the meeting was adjourned at 11:52 a.m.