CONFERENCE FOR FOOD PROTECTION, INC.

EXECUTIVE BOARD MEETING

March 23, 2021

- *Meeting called to order at 1:06 PM and adjourned at 4:20 PM (Eastern time).*
- *Meeting was conducted using the online MS Teams Meeting format.*
- *Due to the limited time available, this agenda has been abbreviated to include only those items that need to be addressed immediately; therefore, the numbering of agenda items on this document may not match earlier agendas of this Board.*
- *All agenda items in red font are part of the "Consent Calendar" and are addressed under agenda item 1.4.1.*
- *Minutes are documented in the order listed on the meeting agenda and do not necessarily follow the order of discussion. For brevity, procedural motions such as those to recess/reconvene, or to table/reconsider agenda items are not included unless material to the discussion or a vote was not unanimous. The language for each motion is captured at the time of vote; the specific wording of each edit is not tracked. Also, for brevity, discussion comments and questions have been summarized and similar or repeat comments have been grouped.*
- *Due to the challenge of conducting voice votes during a virtual meeting, only votes in opposition of the motion and abstentions were requested. Prior to each vote, the Conference Chair restated the motion and then asked if there was any "lack of support for the motion" followed by a request for any "abstentions"; silence was considered support for the motion.*

Voting Board members participating: Brenda Bacon, Melvin Carter, Anne Dolhanyk, Catherine Feeney, Jessica Fletcher, Donna Garren, David Gifford, Jason Horn, Keith Jackson, Ann Johnson, Adam Kramer, David Lawrence, Glenda Lewis, Todd Mers, Steve Moris, Todd Rossow, Angela Sanchez, Tim Tewksbury, Rebecca Vought, Kelli Whiting

> **Voting Board Members not participating:** Amber Daniels, Brian Nummer, Christopher Sparks, Christine Sylvis

Ex-officio non-voting Board members participating (includes Standing Committee Chairs):
Christine Applewhite, Chirag Bhatt, Joetta DeFrancesco, Patrick Guzzle, Terry Levee, Richard Linton, Thomas McMahan, Davene Sarrocco-Smith, Angie Wheeler, Sharon Wood

CFP Executive Staff participating: Dr. David McSwane, Cliff Nutt, Vicki Everly

Discussion points include opinions from individuals and do not necessarily reflect the view of the entire Board and may not reflect existing CFP policy or procedure.

1. **Opening – Conference Chair David Lawrence, Presiding (Binder 1)**

    1.1 **Call to Order – David Lawrence**

    Meeting called to order at 1:06 PM (Eastern time) by David Lawrence, Conference Chair.

    1.2 **Anti-trust Policy – Brenda Bacon**

    The Anti-trust statement was read in its entirety by Brenda Bacon, Conference Vice-Chair.

    1.3 **Roll Call / Acknowledgement of Board Members**

    Roll call taken by Conference Chair to establish the presence of a quorum.

    1.3.1 **Acknowledgement of Guests**

    Guests were welcomed by the Conference Chair: Kala Wekenborg-Tomka, CFP Research Project Leader; and Vanessa Bussiere, Ad hoc Digital Engagement Committee Co-Chair.

    1.4 **Agenda Review – Opportunity to add new items**

    There were no new items added to the agenda.

1.4.1   Consent Calendar – *All agenda items in red font will be approved with a single motion. Any Board Member may request that a specific agenda item be extracted from the Consent Calendar; doing so means that item will be discussed and voted on separately at the point indicated on this agenda.*

Implementation of a "consent calendar" procedure was recommended by the Board Efficiency Ad-hoc Committee. The distribution of meeting materials in advance of each meeting provides the opportunity for Board questions to be brought forward and addressed in advance of the meeting.

Action Item	☐ Dave McSwane requested feedback from Board Members on use of the Consent Calendar concept.

1.4.1a   Extraction of Consent Calendar item(s)

Approval of Council III roster was extracted by Keith Jackson; see discussion notes under agenda item 2.1.3.

1.4.1b   Approval of Consent Calendar items

Action Item	Motion to approve the Consent Calendar items indicated on the agenda in red font with the extraction of the roster for Council III. (Jackson/Johnson)
	Above motion passed with no opposition and no abstentions.

1.5   Board Meeting Minutes, September 2020 – previously approved via E-vote

Minutes of the most recent Board meeting (September 2020) were previously approved by e-vote and affirmed by consent (see agenda item 1.4.1b).

1.5.1   Summary of Board E-votes taken since the September 2020 Board Meeting

E-vote summary approved by consent motion (see agenda item 1.4.1b).

1.6   2020-2023 Biennial Calendar

A revised calendar is submitted for Board approval. What was disseminated previously did not contain the new dates for the rescheduled Workshop and Biennial Meeting.

Biennial Calendar approved by consent motion (see agenda item 1.4.1b).

1.7   Chair's Update – David Lawrence

David Lawrence's report is included under agenda item 1.9.

1.8   Executive Staff Report

1.8.1   Executive Director – David McSwane

Executive Director report approved by consent motion (see agenda item 1.4.1b).

1.8.2   Executive Treasurer – Cliff Nutt

Executive Treasurer report approved by consent motion (see agenda item 1.4.1b).

1.8.3   Executive Assistant Report – Vicki Everly

Executive Assistant report approved by consent motion (see agenda item 1.4.1b).

1.9   NACCHO-CFP Retail Food Safety Collaborative Grant Project Update – Kala Wekenborg-Tomka

A detailed 15-page written report was submitted to the Board addressing this agenda item.

David Lawrence provided a brief reminder that the Board has been provided with information regarding the Collaborative at previous Board meetings. CFP is one of four (4) associations participating on the Collaborative to work on national strategies to improve food safety.

In September 2020, information about a grant funding opportunity was discussed with the Board. With approval of that funding via the FDA Cooperative Agreement program, CFP has established service agreements with two (2) contractors and with the CFP Executive Staff; David Lawrence and Brenda Bacon continue to work extensively on this project as volunteers.

Brenda Bacon was assigned as chair for the Food Code Adoption Toolkit workgroup and provided a brief update on activities.
- The Food Code Adoption Toolkit will be the first "flagship" accomplishment to be presented in a "ribbon cutting" ceremony during a live streaming event on May 24 (event will be recorded and posted on the Collaborative website for later viewing).

Kala Wekenborg-Tomka introduced herself and expressed her honor in working with this team and on this project. Details on the status of each of the objectives below can be viewed in the written report:
- ✓ *Objective 1: Develop and implement toolkits and subsequent strategies to promote full, complete adoption of one of the two most recent FDA Food Codes by SLTT retail food regulatory programs.*
- ✓ *Objective 2A: Assess application of risk-based inspection methods by SLTT retail food regulatory programs, identify barriers to implementation, and coordinate with FDA to execute strategies to overcome the barriers.*
- ✓ *Objective 2B: Identify, assess, and promote implementation of effective intervention strategies.*
- ✓ *Objective 3: Increase enrollment and active participation in and application of the Voluntary National Retail Food Program Standards by state, local, tribal, and territorial food regulatory programs.*

Dave McSwane reported on the progress of the Collaborative's Communications Workgroup:
- A customized Collaborative logo has been created.
- A Collaborative website has been developed and is undergoing beta testing; launch of the website will be in conjunction with the Food Code Adoption Toolkit ribbon cutting.
- Templates for preparing presentation abstracts have been developed and are geared to various target audiences.
- Marketing materials are under development with a focus on consistency and uniformity of messaging.
- A Communications Plan has been created for reviewing and approving messaging from Collaborative partners for outreach among their constituency, other groups, and the public. The intent of the "approval" process is to ensure consistency in messaging.

Discussion points:
- Additional information was requested of the Retail Food Safety Advisory Group (RFSAG) regarding the participants and the "big picture" of the group's role.
  - o The role of RFSAG is to guide the Collaborative and tasks are currently split into 5 sub-groups.
  - o All members of the RFSAG were selected via an application process and include:
    - Industry – 3 industry food representatives, 1 food safety consultant, and 1 industry association member.
    - Regulatory – 5 members from local public health departments, and 4 members from state health departments.
    - Academia – 1 representative.
  - o Note: after the adjournment of this meeting, background information about the RFSAG was shared via email with Board members.

1.10 Unfinished Business
Executive Board action items pending from the September 2020 Board Meeting.

1.10.1 Proposed Revision to CFP-ANSI Contract – Jeff Hawley *(continuation of item 5.1 fromSeptember 2020 Board Meeting)*

Sharon Wood provided a brief update on the revision of the contract. The contract has been reviewed by the FPMCC, led by Jeff Hawley. The purpose of the review is to ensure consistent expectations by all parties. All contract changes are reviewed by CFP's attorneys at Hogan Lovell;

CFP Leadership has also been brought into the discussion. A final revised contract should be available soon for Board review and approval.

Action Item	☐ Once the review process is completed, the final CFP-ANSI contract will be presented to the Board for e-vote.

1.10.2   Report from Ad Hoc Virtual Meeting Platform Committee – Brenda Bacon

Brenda Bacon provided an update on the committee's activities to research virtual platforms for the Workshop, Biennial Meeting, and Board meetings.

1.10.2.1   Recommendation for 2020 Biennial Meeting Virtual Platform Provider

NEHA will provide the online platform for the Workshop and these plans are proceeding well.

The search for a platform provider for the Biennial Meeting is in progress. An RFP was created and provided to potential vendors. There is no committee recommendation at this time as the committee is continuing their work in determining the best fit for CFP's needs.
- Two (2) responses to the RFP have been received to date: Bravura and Conference Direct The committee has reviewed the responses in detail and has viewed a presentation by Conference Direct.
- The committee is seeking additional information from vendors, including a list of references and presentation of a "live demonstration" geared to our specific needs.

Discussion points:
- Vendors are having a hard time understanding CFP's needs; a live demonstration (including participation from the Board) will be critical to see how a vendor's platform might work for our needs.
- Criticality of the Council Scribes was discussed. "Runners" will not be needed in their traditional role, but technology volunteers will be needed to assist behind the scenes during the Biennial Meeting.
- Unfortunately, the webinar approach does not provide the interaction we need for Council meetings and the Assembly of Delegates; therefore, we probably won't find a "one size fits all" approach to present our Biennial Meeting virtually. We may need to use multiple platforms to present our various sessions.

Action Item	☐ Dave McSwane will get back to Bravura and Conference Direct asking for additional information and for live demonstration dates. ☐ Board members will be invited to participate in future demonstrations from platform providers. ☐ Todd Rossow and Joetta DeFrancesco volunteered to assist the Ad hoc Virtual Planform Committee. ☐ Volunteers are sought to serve as a "technology aide" during the upcoming Biennial Meeting; any suggestions of those who might serve in this role are to be submitted to Dave McSwane. ☐ Once a platform provider is selected, an "all hands on deck" approach will be needed from the ENTIRE Board to help make the Biennial Meeting a success.

1.10.3   2020 Biennial Meeting Itinerary – David McSwane

The August 2021 Biennial Meeting itinerary (agenda) was previously approved by Board e-vote.

E-vote Results					
Date	03/19/2021	**Maker / Second**	Rossow / Jackson		
Motion	Motion to approve the day/time and event portions of the revised draft agenda for the virtual 2020 Biennial Meeting to be held in August 2021.				
Final Vote Count	**Yes** 17	**No** 0	**Did not vote** 6	**Abstain** 0
Above Motion Passed					

A revised final draft of the Biennial Meeting "Informbation Booklet" including the approved itinerary (agenda) was emailed this date to the Board for review; comments are requested ASAP as there is an immediate need to disseminate this document to the membership.

Action Item	☐ Comments on the final draft of the Biennial Meeting "Information Booklet" are due to Dave McSwane ASAP; lack of response will indicate approval.

1.10.3a   Content and Format for Opening Session – David McSwane

David McSwane is requesting input from the Board regarding our approach to the opening session. The keynote speakers currently scheduled are Frank Yiannis from the FDA and Chef Norman. The session topic is using collaboration, partnerships, and participation to improve food safety.

Questions and discussion points:
- Because of the restrictions imposed by virtual meeting technology, what format do we want to use for this session? Most organizations use a "webinar" approach with Q&A at the end.
- Do we want to stay with our pre-selected topics or allow speakers to select their own topic?
  - What guidance have we received from the platform hosts about successful keynote topics? Dave reports that we have not yet selected a provider so this question has not been asked.
- Speakers for the opening session need to be finalized so Dave can reach out to confirm their availability.
  - A question was raised about the validity of asking the Board to vote on approving a speaker when we don't know if the speakers can actually participate.
  - If panelists want to pre-record their message, that can easily be arranged, however, we will need to share content between speakers to reduce redundancy.
- Round table discussion may be difficult in a virtual format; it was suggested that panelists submit their pre-recorded presentation in advance and then have a "live" Q&A at the end.
  - Significant moderation is needed to make a live Q&A session work.
  - We could request attendees submit questions in advance for the panel.
- Currently, 90 minutes is provided for the opening session, is this adequate?
- Back-up presentations should be available in the event of a technology failure.

Action Items	Motion to approve the opening session agenda as follows: (Johnson / Feeney) • 2 keynote speakers given 25 minutes each • 2 10-minute responses to the opening session topic • 10 minutes of Q&A
	Above motion passed with no opposition and no abstentions.
	☐ Dave McSwane will continue efforts to organize the opening session and confirm speakers.

1.10.3b   Retail Program Standards Session – Angie Wheeler

Angie Wheeler provided a brief update on the special session to be presented as part of the Biennial Meeting. Topics include the New Era of Smarter Food Safety; and the development of the Retail Food Safety Regulatory Association Collaborative and how partner organizations are working to advance food safety initiatives. Angie is currently working to confirm speakers.

The session will be pre-recorded and presented on Friday, 08/13/2021 and will be available for later viewing.

1.10.4   Report from Ad Hoc Digital Engagement Committee – Chirag Bhatt and Vanessa Bussiere

Vanessa Bussiere acknowledged the committee members and provided an overview of the 7 PowerPoint slides submitted as the committee report. The committee has four (4) assigned charges:
✓ *Charge 1: Identify Services Provided by Eventbrite & Other Member Needs (completed)*
✓ *Charge 2: Research Potential Replacement Vendors (completed)*

✓ *Charge 3: Obtain Cost Estimates (completed)*
✓ *Charge 4: Recommend Next Steps (still in progress)*

CFP is currently using Eventbrite for membership and for Biennial Meeting registration of attendees and sponsors. Reporting tools within the Eventbrite system are limited (especially regarding refunds) requiring a lot of redundant manual effort to merge and tabulate membership and event registration information. The committee has considered the following four (4) options to replace Eventbrite: Wild Apricot, Neon One, MemberSuite, and Salesforce.

Chirag reported that our current website is built on an old platform and is cumbersome to edit. Our biggest technology hurdle is the Issue Management Program (IMP) which is a sub-domain of the CFP website. Our webmaster, Kevin Hamstra, has suggested we continue to use a custom solution for Issue submission and tie that to a new website; the price quote to build a new website might exceed $10,000.

The Ad hoc Digital Engagement Committee recommendations include:
✓ *Member management solution which does not require website re-design (e.g., Issue management process revamp or Wordpress migration).*
✓ *Rule out MemberSuite and Salesforce due to cost and website migration requirement.*
✓ *Deep dive into Wild Apricot and Neon One for final recommendation.*

Board guidance on the following questions is requested by the committee:
✓ *Is the board aligned to upgrade to a member management solution versus "like-for-like" event registration replacement?*
✓ *Guidance on budget constraints?*
✓ *Guidance on implementation speed?*
✓ *Guidance on committee's final recommendation deadline?*

Discussion points:
- Of the companies researched by the committee:
  - Attendify (the company that supports our Biennial Meeting app) can replace Eventbrite with similar functionality.
  - Wild Apricot has been used by other organizations, but many are starting to migrate away from that service (e.g., AFDO). It is believed that these organizations have simply outgrown the services provided, but research should be conducted to discover the reasons for that migration.
  - Neon One was discovered when doing research for services comparable to that provided by Wild Apricot.
  - MemberSuite and Salesforce costs are significantly higher than the other options.
- It was suggested we break down the challenge to address:
  - Membership and event registration
  - CFP Website
  - Issue management
- Data migration of existing information into a new system should not be a major concern driving the final decision.
- Cancellation of our current Eventbrite contract requires notification in writing within 30 days of the contract's annual renewal date on August 19; therefore, notification of our intent to _not_ renew can be submitted no later than 07/19/2021.
  - The August 19 "last day of service" with Eventbrite falls during the week of the Biennial Meeting. Vicki Everly stated that severing our relationship with Eventbrite on that date should not present a problem with Biennial Meeting registration as there will be little, if any, registration activity during that week, and all data and reports from Eventbrite can be extracted prior to the contract expiration.
  - The ad hoc committee should be able to meet a 07/19/2021 deadline date if we opt for a like-for-like change; however, meeting this deadline would _not_ be possible if the Board wants to rebuild the entire website at this time.
- It was suggested that Issue Chairs for the new biennium be appointed so they can participate with the ad hoc committee to discuss possible changes and upgrade to IMP.

Action Items	Motion approved to acknowledge the report of the Ad hoc Digital Engagement Committee report. (Rossow / Dolhanyk)
	Above motion passed with no opposition and no abstentions.
	☐ Ad hoc Digital Engagement Committee to conduct additional research on virtual platform providers based on Board identified "essential" services. ☐ Ad hoc Digital Engagement Committee to bring a final recommendation to the Board by the end of April 2021 for a Board e-vote.

2. Council and Council Committee Reports (Binder 2)

Note: Council Committee Final Reports were submitted as attachments to Issues to be deliberated at the upcoming Biennial Meeting.

2.1 Council Rosters for the 2020 Biennial Meeting in August 2021

Revised rosters were submitted by Council Chairs and provided in the materials disseminated in advance of this meeting.

Dr. Melvin Carter announced changes to the Council Consultants representing USDA as follows:
- Council I: Erika Stapp-Kamotani
- Council II: Brad Webb
- Council III: Kristi Barlow

| Action Item | ☐ Council Leaders agreed to meet to review their rosters and availability of alternates; Sharon Wood will coordinate the meeting.
☐ Once all three (3) rosters are approved, the Council member listings will be updated on the CFP website. |

2.1.1 Council I – Ann Johnson and Thomas McMahan

Ann Johnson stated that vacant positions have been filled by alternates; otherwise, roster has not changed.

Roster approved by consent motion (see agenda item 1.4.1b).

2.1.2 Council II – Sharon Wood and Joetta DeFrancesco

Sharon Wood announced that many changes have been made but they seem to be in good shape. Potential alternate for the Consumer position may need approval by the Board at a later date.

Roster approved by consent motion (see agenda item 1.4.1b).

2.1.3 Council III – Dr. Keith Jackson and Christine Applewhite

This agenda item was extracted from the consent calendar (see agenda item 1.4.1a); discussion ensued but a final vote was not taken on the Council III roster.

Dr. Keith Jackson stated that some Council III members have not yet confirmed their ability to serve as they are waiting to see the final meeting schedule. One potential change is to the Vending seat; Anthony Auffray was approved earlier as an Amazon employee, but he is now self-employed as a food safety consultant.

| Action Item | ☐ Council I and II Chairs will review their alternate Council member list to determine if they have an available person to represent the Vending seat for Council III.
☐ Final Council III roster to be submitted for Board e-vote. |

3. Standing Committee Reports (Binder 3)

3.1 Issue Committee Updates on Late Breaking Issues – Becky Vought and Patrick Guzzle

Patrick Guzzle stated he is aware of two (2) late breaking Issues on the following topics:
- Opening restroom doors with a paper towel after washing hands; the Issue recommended solution will request updating the FDA "Employee Health and Personal Hygiene Handbook" to emphasize this message.

- Clarification of requirements regarding sanitization and disinfection, especially as they relate to Covid requirements; the recommended solution will request clarification in the FDA Food Code regarding both processes.

Becky Vought stated she has had two (2) individuals reach out from industry regarding the process for submitting a late breaking Issue and provided them with the link to the CFP website for information.

Dave McSwane has not yet received any late breaking Issue submissions; the submission deadline is 06/18/2021.

Action Item	☐ After the submission deadline of 06/28/2021, Issues submitted for consideration as "late breaking" will be forwarded to the Board for review and approval.

3.2 Program Committee – Dr. Richard Linton (Ben Chapman)

Dr. Rich Linton provided an update on the Workshop to be presented via Zoom for one hour each day on April 13, 14, and 15.
- Event will be conducted in partnership with NEHA who is providing the technical support.
- All speakers are confirmed and are currently pre-recording their sessions.
- A "live" presentation will be used for Q&A.
- 3 CEU credits are provided with an additional 4 CEUs for participants who read materials provided by the speakers.
- Estimated registration is around 300; current registration is approximately 270.

Discussion points:
- Will attendees be able to watch the Workshop at a later date? Yes, a password protected link will be provided to paid attendees to watch the workshop later.
- Will confirmation be provided to attendees? Yes, Vicki Everly is working to verify the refund list with the registration list and is providing email confirmation to attendees. In addition, a confirmation will be sent from NEHA in advance of the sessions.

4. Special Committees and Reports (Binder 4)

4.1 Sponsorship – Eric Moore and James O'Donnell, Co-Chairs

Eric Moore provided a brief update on the status of 48 sustaining sponsors and 2 event sponsors. In the past month, the Sponsorship Committee has reached out to all sponsors to obtain approval to maintain their donation for the rescheduled 2020 Biennial Meeting.
- 31 sponsors have confirmed their financial commitment; this represents a total of $94,950 of sponsorship funds
- 19 sponsors have not yet confirmed leaving $64,500 still to be confirmed.
- Only 1 sponsor has requested a refund (titanium level; $5,000).

Action Item	☐ A 3rd follow-up will be sent by the Sponsorship Committee Chairs to sponsors indicating that we will assume a lack of confirmation means the sponsor's commitment will continue.

5. New Business (Binder 5)

There was no new business to discuss.

6. Adjournment

Action Item	Motion approved to adjourn at 4:20 PM Eastern time. (Rossow / Vought)
	Above motion passed with no opposition and no abstentions.