

North Carolina Cooperative Extension Service Advisory Council

SAC Meeting

Wednesday, November 20, 2013 - AM

Presiding: Jim Parlier, Chair - State Advisory Council

Meeting Notes are typed in the blue font / Red = Action needed

Agenda Item	Discussion	Resolution
Meeting begins/Call to Order <i>Jim Parlier, Chair</i>	<p>Welcomes</p> <ul style="list-style-type: none"> • <i>Jim Parlier, Chair</i> <ul style="list-style-type: none"> ✓ <i>Introductions: Loretta Selton (Development Officer – WT); Craven Hudson (Development Officer – Raleigh); Harriett Edwards (Volunteer Coordinator); and Cedric Jones (1st Mtg)</i> • <i>Jim Hamilton, County Extension Director</i> <ul style="list-style-type: none"> ✓ <i>Quick update on what going on in Watauga</i> ✓ <i>Sale \$110 million in Christmas trees (choose and cut)</i> ✓ <i>Will talk more about this on the tour tomorrow as we go to the working Christmas tree farm</i> • <i>Joe Zublena, Associate Dean & Director</i> <ul style="list-style-type: none"> ✓ <i>Listening sessions: We've had five (5) public session; one (1) employee and will have one (1) with this group later today</i> 	
Thought for the Day <i>Brenda Gilbert</i>	<ul style="list-style-type: none"> • <i>Brenda Gilbert – Told a story written by Maxx Locator call "You're Special"</i> 	
District Updates <i>Daniel Smith</i> <i>Jim Hamilton</i>	<ul style="list-style-type: none"> • <i>Dan Smith</i> <ul style="list-style-type: none"> ✓ <i>The west district is facing staffing challenges</i> ✓ <i>Positions filled in the past year</i> <ul style="list-style-type: none"> ▪ <i>two (2) COSS; one (1) Hort position</i> ✓ <i>Position still vacant</i> <ul style="list-style-type: none"> ▪ <i>six (6) NCSU positions; three (3) NC A&T; but NC A&T will pick up one of the NCSU position (Jackson)</i> ▪ <i>The County will also pick up one of NCSU vacant position as well</i> ✓ <i>All the counties in the WTD working in the Local Foods movement</i> ✓ <i>Another area is food safety – Yancy, Mitchell and Avery are working together (Dan gave some statistics on how this training has save restaurants)</i> ✓ <i>Ag agent working with gap training (not certification)</i> ✓ <i>Grants</i> <ul style="list-style-type: none"> ▪ <i>WNC AG Option grant (sponsored by Tobacco Farm) - This grant makes an economic impact in this area</i> ▪ <i>350 Farmers have received this grant</i> ▪ <i>over the last 10-years grants in the WTD has supported Farmers</i> ✓ <i>WTD have a grant application in requesting \$176k from Eastern Band to support the Cherokee youth council</i> <ul style="list-style-type: none"> ▪ <i>will cover seven (7) counties in the eastern band</i> • <i>Jim Hamilton</i> <ul style="list-style-type: none"> ✓ <i>Gave a snapshot of the west district (Watauga co) PowerPoint presentation (See attachment #1)</i> 	

Program Updates

Marshall Stewart

Joe Zublena for Tom Melton

- Stewart's – update on this new roles as Assistant to the Dean and what he will be doing
 - ✓ Roles will be strategy
 - ✓ Leadership Development for the college (i.e. producer training; executive training)
 - ✓ Advocacy Training at the Federal and State level across the college
 - Stewart's – 4-H reorganization update
 - ✓ New name for department: Youth, Family and Community, effective February 2014
 - ✓ Carolyn Dunn has been in the Department head since December 2012
 - ✓ Currently 4-H Non-Tenure track employees report to Marshall Stewart and are no longer reporting to department head. They work on "Extension" 4-H/FCS programs/trainings
 - ✓ Mitiz Downing is the Assistant State Program leader and will be the interim program leader starting January 2014
 - Stewart's – Camps updates
 - ✓ Camps have been in NC for 100 years, there are Six (6) properties
 - ✓ NCSU have carried that debt of the camp from the beginning; there has never been a renovation plan for the camps
 - ✓ In 2007 we asked for 38 million, but instead received 11 million for renovation
 - ✓ Camps participation went down in 07/08 – 2 million in accrued debt
 - ✓ We are going from six camps to two camps: Mill River, Eastern 4-H Center were the only two camps in the "black" and were the ones we were going to keep open
 - ✓ Betsy Jeff Penn is a flagship camp, but it is not making money; it has not operated a program since 1993
 - Stokes County are trying to get a group to Managers, NCSU will own the camps; the plan is to close it in Dec 2013, if other funds are mad found to support this camp
 - ✓ Legislators in local communities have talked about helping, but when they get back in session it may not happen, so until we see the funds we cannot change our plans
 - ✓ Swannanoa – a group current wants to lease it, but will close if this does not work out
 - ✓ Flow of money process: from legislators --- to UNC – to NCSU – to Colleges
 - Camps are considered a "revenue" account and we can NOT use State or Federal funds to support them
 - Workers at camps are paid from receipt/revenue accounts
 - Stewart's – CE Centennial
 - ✓ **ACTION: Marshall Stewart will ask Sarah to send SAC an overall update on centennial**
 - ✓ Legislation resolution to support extension
 - ✓ Governor name an extension day
 - ✓ Proclamation event in May (holding the 20th)
 - ✓ Would like SAC at Centennial to meet with the legislators
 - ✓ Proclamation will be sign by Commissioners and the Director of Extension, in order for a statewide proclamation that can be hung in every county
 - ✓ Tentative in November for a final dinner in Raleigh for about 1500 to 2000 people – we will create a new narrative for CES
 - Zublena's Update for Melton
 - ✓ Environmental Scan
- (See attachment #2)

Other Updates Joe Zublena / Sheri Schwab	<p>Zublena</p> <ul style="list-style-type: none"> ✓ We have a negative 1.2 M in recurring funds ✓ Using one time federal funds to fill for now ✓ We can use these funds to strength us in the following way <ul style="list-style-type: none"> ▪ Web base ▪ Production meeting (bread & butter) ▪ One-on-one services ✓ Website for listening session is www.ces.ncsu.edu/vision-initiative/ <p>Sheri</p> <ul style="list-style-type: none"> ✓ Gave update on 2013 HOP event ✓ Update on awards that are given to the commissioners' meeting during HOP. <ul style="list-style-type: none"> ▪ County winners are given a plaque at the that meeting for their office and the twin plaque is given to the Commissioners for their office ▪ Winners are Wake; Robeson; Richmond; Surry; and Yancy <p>(See attachment #3)</p>
Mini Listening Session Sheri Schwab	<p><i>Wants to focus on two main program areas where we (Extension) can make a different</i></p> <ul style="list-style-type: none"> ✓ Left side of the paper/chart is for programs <ul style="list-style-type: none"> • identify program area that are important and critical (left side of paper) ✓ Top <ul style="list-style-type: none"> • Where should Extension continue to grow ✓ Bottom <ul style="list-style-type: none"> • How does Extension trim back ✓ Right hand side – structure about our organization <ul style="list-style-type: none"> • Do we stay as we are <p>(See attachment #3)</p> <p>Note: Sheri and Craven will compile these notes from this exercise</p>
Lunch	<ul style="list-style-type: none"> • Lunch On-site

Wednesday, November 20, 2013 - PM
SAC Business Meeting

Presiding: Jim Parlier, Chair - State Advisory Council

Agenda Item	Discussion	Resolution
Meeting Begins/Call to order <i>Jim Parlier, Chair</i>		
Thought for the Day <i>Miki Earp</i>	See email attachment # [REDACTED]	
Approval of Minutes [July 31–Aug 1, 2013] <i>Jim Parlier, Chair</i>	✓ <i>Minutes were approved by entire body</i> <i>Barbara High Tyre motion</i> <i>Linda Rouse Sutton 2nd</i>	
SPC Liaison update <i>Brenda Gilbert</i>	See email attachment #5	
Treasurer's Report / 2014 Proposed Budget - <i>Ralph Warren</i>	✓ <i>Treasurer report was approved by entire body</i> See email attachment # [REDACTED]	
Old Business	✓ <i>None</i>	
New Business	<ul style="list-style-type: none"> ✓ Rural Leadership Develop Grant - <i>from the FCS farm credit center</i> <ul style="list-style-type: none"> ▪ <i>Balance on this account is \$8,477</i> ▪ <i>We need to focus on how we will spend the grant for leadership development</i> ▪ <i>Grantor will not audit the account, nor does Ralph (SAC) have to submit a final report</i> ▪ <i>SAC board needs to put out guidelines on how these funds can be use / requested</i> ✓ Suggestions <ul style="list-style-type: none"> ▪ <i>Use funds for distributing information on strategic planning or visioning process</i> ▪ <i>Use funds for requests from SAC Member that have a program that will be used to develop leaders</i> ▪ <i>Use funds for train-the-trainer material that SEAL created to help develop this team</i> ▪ <i>County Council Development team may be able to brainstorm on how to use these funds</i> ✓ PILD - April 6-9, 2014 <ul style="list-style-type: none"> ✓ <i>Will need one SAC member from each district</i> ✓ <i>Chair / Co-chair usually attend</i> ✓ <i>Brenda cannot attend this year, she has a conflict</i> 	
Committee Reports <i>What's been done since last meeting?</i> <i>What help do you need? What input would you like?</i>	<ul style="list-style-type: none"> • County Council Development <ul style="list-style-type: none"> ✓ ACTION: Sheri Schwab will work with L-4 on a co-letter for each district to send a list of their county to include: <ul style="list-style-type: none"> ▪ <i>Provide them with a copy of Strategic Plan</i> ▪ <i>Provide them with a copy of SAC members contact information</i> ▪ <i>Asking them to bullets actions taken at business their meetings</i> ▪ <i>Asking for meeting they have setup for 2014</i> ▪ <i>Advise them that a SAC member will be at one of those meetings</i> ▪ <i>Provide them with a copy – an Effective meeting check list</i> ▪ <i>Advise them of the important of advocacy</i> ▪ <i>Advise them to contact their local legislators when they are home</i> 	

	<ul style="list-style-type: none"> • <i>Advocacy/ Government Relations</i> <ul style="list-style-type: none"> ✓ <i>This group need ideas on how to attract State Legislator</i> ✓ <i>SAC should take the initiative to contact their legislators, even though it is not an election year</i> ✓ <i>SAC should know their legislators at a local level</i> ✓ <i>Instead of going to Raleigh, since we are having Centennial next year, maybe in Feb/March some SAC members should go downtown to talk with the legislators</i> ✓ <i>This group needs to look at North Carolina to see what needs we can ask for dollars for, for the next 5-6 years</i> • <i>Marketing / Communications - Barbara High Tyre</i> See email attachment #7 • <i>Private Resource Development - Sonia Murphy</i> <ul style="list-style-type: none"> ✓ <i>Sonia will draft emails about the efforts i.e. Who should we ask and how should donors should be approached</i> <ul style="list-style-type: none"> ▪ ACTION: <i>Sonia and Lorette will draft the email and send it to Amie (chair) so she can send it out to everyone to share in their community</i> <p>See email attachment #8</p>		
District Reports <i>SAC Rep share what actions were taken since the last meeting; any ideas to share or discussion items.</i>	<ul style="list-style-type: none"> • <i>North Central</i> • <i>South Central (See email attachment #9)</i> • <i>West</i> • <i>Northeast (See email attachment #10)</i> • <i>Southeast</i> 		
Feedback from Council Members <i>Joe Zublena and Jim Parlier</i>	<ul style="list-style-type: none"> • <i>Just had a quick Q&A</i> 		
2014 State Advisory Council Meeting Dates – Proposed	<ul style="list-style-type: none"> • Spring • Summer • Fall 	May 20 – 21, 2014 (not confirmed yet) July 29-31, 2014 To Be Determined	Location: s/b in the NE (Raleigh) Location: TBD – Joint Mtg Hosted by NC A&T Location: TBD – s/b in the SE or NC
Closing Comments/Announcements <i>Joe Zublena and Jim Parlier</i>			
Dinner			

Thursday, November 21, 2013

Optional Tours

Presiding: Jim Hamilton, County Extension Director, Watauga

Agenda Item	Discussion	Resolution
Breakfast	At the hotel	
Optional Tours	<p>Optional Tours:</p> <p>Boone Wetland (Walking Tour).....Wendy Patoprsty, Extension Agent <i>This tour will highlight the construction, functionality, and ecological impact that the Boone wetland has on managing storm water in a municipality. Extension worked with multiple partners on this project, i.e. the Town of Boone, and NC State's Bio Ag Engineering Dept.</i></p> <p>Big Ridge Tree Farm.....Jim Hamilton, County Ext. Director <i>This tour will highlight the economic impact of this type of agritourism. Extension has worked closely with this farm on Integrated Pest Management and marketing, making this farm one of the most successful choose and cut operations in the region.</i></p>	
Lunch / Adjourn	<ul style="list-style-type: none">• On site	
Information provided after the meeting Natalie Hampton	<p>Here's a story about the tours that is posted on the CALS News Center and Extension homepage. http://www.cals.ncsu.edu/agcomm/news-center/perspectives/advisory-leaders-meet-and-tour-sites-in-watauga-county/</p> <p>A link to a photo stream with photos from the tours http://www.flickr.com/photos/43370832@N08/sets/72157638281050533/</p> <p>Members are free to share the photos and story in any way they choose!</p>	