**October 16, 2020 Board Meeting**

**Agenda**

* **Welcome/Call to Order** ~ *Adam Hodges*
* **Roll Call** ~ *Crystal Tyler-Mackey*
  1. Adam Hodges
  2. Susan Kelly
  3. Crystal Tyler-Mackey
  4. Brian Raison
  5. Michael Dougherty
  6. Russ Garner
  7. Molly Donovan
  8. Nancy Bowen
  9. Melinda Grismer
  10. Ricky Atkins
  11. Tamara Ogle
  12. Jamie Rae Walker
  13. Brent Elrod
  14. Susan Kelly
  15. Susan Jakes
  16. Katie Hoffman
  17. Rachel Welborn
* **Approval of the agenda** ~ *Adam Hodges*
  + Melinda made motion. Nancy seconded. Approved.
* **Approve October 1, 2020 Minutes** ~ *Crystal Tyler-Mackey*
  + Nancy made motion. Brian approved. Approved.
* **Treasurer’s report - Accept and file** ~ *Nancy Bowen* 
  + No major changes, but report not yet filed given website update. Will revisit next meeting for approval.
* **The Association Source** ~ *Ricky Atkins, NACDEP Executive Director*
  + Ricky has been busy on website updates, hoping to be finished within the next week or two.

**Partner Reports**

* Natl. Institute of Food & Agriculture (NIFA) ~ *Brent Elrod*
  + Reminded us of the need to check in on each other during these challenging times due to COVID. Extensive report was sent to Ricky for uploading.
  + NIFA is looking to get dates shared around when RFAs will be forthcoming. Offered to have a session on funding opportunities that may related to CRD.
* Regional Rural Development Centers Rep. ~ *Riana Gayle*
  + Not on call

**Standing Committee Reports**

* Finance Committee ~ *Daniel Eades* 
  + Nothing to report. Looking forward to working on the budget for conference when they receive those materials.
* Communications Committee ~ *Jan Steen, Jaime Menon*
  + Not on call
* Marketing Committee ~ *Emily Proctor*
  + Not on call
* Member Services Committee ~ *Michael Dougherty*
  + Wednesday webinar series begins next week at 3pm ET. An email was sent to Ricky to share out with members. Looking at how to take care of members and new members. Will share listing of webinars with ComCom for social media posting.
* Resolution and Policy *~ Susan Kelly*
  + Call for nominations is out and open for one month. Voting in November and December with announcement in January. Encourage nominations of candidates.
* Recognition Committee ~ *Rachel Welborn/ Tamara Ogle*
  + Adjusted dates and plan of work. Did not have JCEP submissions last year and discussing that for this year.
* Development Committee ~ *Adam Hodges/ Peggy Schlecter*
  + The auction has sometimes been challenging and costly. The conference committee has suggested online auctioning and will be lest costly and easier to manage; will be working with sponsors, too
* Historian Report ~ *Stacey McCullough*
  + Not on the call

**Updates from the Regions & Partners**

* Northeast ~ *Molly Donovan*
  + Still working on establishing quarterly meetings.
* North Central ~ *Brian Raison*
  + Next quarterly meeting will have new NC RRDC director attend
* Southern ~ *Susan Jakes*
  + Sent a note to region encouraging nominations. Had program leaders network meeting and asked them for thoughts around face to face meeting. Kentucky said it would reduce the number of attendees to maybe 2 only. There was some expressed concerns about travel costs and not knowing what will happen next spring. Brian shared he had a similar response in NC region
* Western ~ *Katie Hoffman*
  + Will address in conference report
* 1890 ~ *Michelle Eley*
  + Not on the call
* 1994/FALCON ~ *Yvonedda (Henry) Thompson*
  + Not on call
* Joint Council of Extension Professionals (JCEP) ~ *Susan Kelly/Adam Hodges/Melinda Grismer*
  + Nothing to report
* Journal of Extension ~ *Jamie Rae Walker*
  + Nothing new to report. Encouraged to read, submit, and/or apply to be a reviewer.
* PILD ~ *Russ Garner, Nadine Sigle*
  + Theme Communicating Success, Building for the Future. Considering a hybrid model. Registration fees set and still negotiating with hotel group.

**Conference Reports**

* 2021 Conference – *Katie Hoffman/Melinda Grismer*
  + Report filed. Hospitality committee working on meet-ups and other fun stuff, including a virtual scavenger hunt. And dinners where the owner comes and shares their story. Marketing committee has a logo and now has a marketing timeline. Have been talking with Sessions committee and Molly to consider replacement of FastTrack. Oxford Abstracts seems to be a great option to look at further. Does more than FastTrack at a lower price. Would like for the board to determine a change in this software. Molly mentioned that there is a lot of data sitting on the FastTrack site and is usually renewed in November. Melinda will download all of the data currently on FastTrack and bring those spreadsheets to the Sessions Committee team.
  + Melinda mentioned the need to approve a budget item for videographers for the 2021 conference. The proposed item is $1500 ($1000 for contract and another $500 to cover room, board and travel for videographer).
  + Adam made motion to approve $1500 for videographer budget. Nancy approved. Susan Jakes seconded. Approved.
  + Katie shared there are sponsorships ($7000 committed) and another $8000 in the works. Looking specifically for travel scholarships.
  + Who should marketing team send materials too (sponsor letters, marketing, etc.)? The reply is Melinda as her role with conference as co-chair.
* 2022 Conference – *Melinda Grismer*
  + Melinda will be meeting with committee in November and then monthly after that to keep planning. Working with Ricky to see when he can get to Indianapolis to finalize hotel contract. Ricky and Melinda set a proposed date for Ricky to visit.

**Unfinished Business**

1. Membership Year Discussion
   1. Adam reopened the discussion on moving membership year to coincide with conference registrations as so many members get their dues paid by having it rolled into conference fee. Ricky asked will we miss the income if we move the date from January to maybe April so that we can accommodate those who will only renew. Nancy said that we will not miss the income if people wait to renew.
   2. Susan Kelly made motion that we move membership date to April 1.
      1. Adam opened the floor for discussion. One question was with awards timing. Answer is people need to have been a member in the previous year. Melinda asked if March is the better deadline? Jamie Rae suggested that we move membership into conference registration when possible.
      2. Michael said when we hear board members (e.g. Melinda, Adam, Molly, Crystal, Susan Jakes) say we have to either pay membership out of pocket or let membership lapse so that it can be paid as part of the conference fee.
      3. Nancy likes getting the membership renewal notice out in January and setting a date.
      4. Adam called for a vote. Approved.
   3. Adam mentioned wanting to work with Ricky on adding some questions for members once Ricky is freed up from website update.

**New Business**

1. Susan Kelly wants to address the life member fee. It should be 4 times the annual dues. It should be updated to reflect the dues change from last year. We should reach out to recent retires to convert to lifetime memberships.

**Comments and Announcements**

**Adjourn**

Meeting adjourned at 1:18

**Next Zoom Board mtg. is November 20, 2020 at 12:00 Eastern Time**

Board meetings are by Zoom on the 3rd Friday of each month.

START TIMES: 9 a.m. (PACIFIC & AZ) ● 10 a.m. (MOUNTAIN) ● 11 a.m. (CENTRAL) ● noon (EASTERN)

**Strategic Plan focus areas:**

* Priority #1: Communication Strategy
* Priority #2: Member Engagement
* Priority #3: Financial Stability
* Priority #4: Committee/Board Structure and Function

Future Meeting Dates (3rd Friday of each month):

November 20, 2020

December 18, 2020

January 15, 2021

February 19, 2021

March 19, 2021

April 16, 2021

Pre-Conference Board Meeting - May 16, 2021

Annual Business Meeting May 17