**August 16, 2019 Board Meeting**

**START TIMES: 9 a.m. (PACIFIC) ● 10 a.m. (MOUNTAIN) ● 11 a.m. (CENTRAL) ● Noon (EASTERN)**

**Zoom Contact:** [https://ncsu.zoom.us/j/120492328](https://www.google.com/url?q=https%3A%2F%2Fncsu.zoom.us%2Fj%2F120492328&sa=D&ust=1561774774006000&usg=AFQjCNHnC__s5W9SDYcWwNGC47NY04bTdg)

**Phone: 929 205 6099**

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    Meeting ID: 120 492 328**

**Agenda**

* **Welcome/Call to Order** ~ *Susan Kelly*
* **Roll Call** ~ *Crystal Tyler-Mackey*
  + Susan Kelly, President
  + David Civittolo, Past President
  + Michael Dougherty
  + Rachel Welborn
  + Nancy Bowen-Elzey
  + Adam Hodges
  + Rebekka Dudensing, Marketing Committee Chair
  + Katie Hoffman
  + Henry Thompson, 1994s/FALCON Rep
  + Crystal Tyler-Mackey
  + Daniel Eades
  + Ricky Atkins
* **Approval of the agenda** ~ *Susan Kelly*
  + David made motion, Nancy seconded, motion approved
* **Approve June 10, 2019 Minutes** ~ *Crystal Tyler-Mackey*
  + David made motion, Nancy seconded, motion approved
* **Treasurer’s report - Accept and file** ~ *Nancy Bowen* 
  + Balance sheet – net about $12,000 from conference
  + Conference improved membership – 10-12 more than projected
  + Looks like it will be a break-even year
  + Currently at $151,000; at year end we should be at set baseline of $125,000 or just a bit over
  + Ricky says there may be a few more places to adjust such as tour income
  + Susan asked if there’s anything we should look out for in the future. Ricky said food and beverage costs, and that this year’s was outrageous. Nancy concurred that looking closely at hotel contract and costs is critical. Discussion ensued about cutting any of the meals that are provided. Not a lot of options with meals as they tend to be part of the planning. But perhaps the meal at awards banquet or changing it to buffet, etc. Looking at the costs of the auction tables is to be looked at per hotel. This one charged $100 per table per day. Ricky shared that this time he negotiated a commissionable room rate that NACDEP will get back as a percentage per room. Sponsorships are also important to help support conference.
  + David made motion to accept the report. Crystal seconded. Motion approved.
* **The Association Source** ~ *Ricky Atkins, NACDEP Executive Director*
  + Ricky updated the member list and now up to 361 members.
  + Ricky reached out to MemberClicks to look at other options. Ricky shared the other options and pricing plans. To switch to new plan is $350 per month, with new backend and mobile-friendly site. Item to be moved to new business.
  + Susan asked about any interaction with the Cor D’Alaine hotel. Ricky is working on setting up a site visit and will coordinate with Katie.

Note: For committee reports, please use the framework from the Strategic Plan. Also, please post your reports to MemberClicks before the meeting.

**Strategic Plan focus areas:**

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

**Partner Reports (2-3 minutes, written reports are preferred)**

* Natl. Institute of Food & Agriculture (NIFA) ~ *Brent Elrod*
  + Brent uploaded a reported and noted he could not be on the call today.
* Regional Rural Development Centers Rep. ~ *Kristen Devlin*
  + Kristin uploaded a reported and noted she could not be on the call today.

**Committee Reports**

* Finance Committee ~ *Daniel Eades* 
  + No report. Committee has not met this summer but will meet in September. One item they will discuss is the proposed increase in member dues. Susan asked the results of that conversation be shared with board to be discussed at board retreat.
* Communications Committee ~ *Melinda Grismer*
  + Not on the call
* Marketing Committee ~ *Rebekka Dudensing*
  + Report uploaded. Been looking at the webinar process and topics. One item that has come up is what is the platform. How do you have consistency when the chair of the committee changes? Ricky was asked if there is a function on MemberClicks similar to Zoom? Ricky said there is a learning management module that has an additional cost. Susan asked if there is any crossover with the webinars/webchats across committees? Michael and Rebekka said they will be sure to coordinate, along with following up with Melinda for Communications Committee efforts, as well. Also, the logo is being discussed and ways to duplicate in a way that is clear, not fuzzy. Rachel said she probably has the original file somewhere since it was created at SRDC.
* Member Services Committee ~ *Michael Dougherty*
  + Michael stated that the report has been posted. Committee met earlier this week. Looking at hosting webinars. Thinking of asking one of the RRDCs to serve as host of the webinars. Asked if a formal vote was needed. The response was no. Looking at sending out a formal letter to welcome new members. Ricky was asked if we currently send something out. He said he doesn’t think so. Susan said she’d like to see that happen. Michael will be sure the committee discusses at the next meeting to move forward soon. Michael noted he will be available by Zoom during the Board retreat if needed.
* Resolution and Policy *~ David Civittolo*
  + Nothing to report at this time.
* Recognition Committee ~ *Rachel Welborn/ Carroll Welte*
  + Rachel shared that the committee met a few weeks ago. After strong revanmp last year, there are a few relatively minor tweaks. Want to have portal open by December 1 and want to get information updated to have for the board to approve at the October meeting
* Development Committee ~ *Notie Lansford*
  + Notie sent a few documents and shared that he would not be on the call. He wants board to discuss a few items, including taking cards at the conference.
* Historian Report ~ *Stacey McCullough*
  + *Not on call.*

Trudy – not on call today.

**Updates from the Regions & Partners**

* Northeast ~ *Mary Peabody*
* North Central ~ *Brian Raison*
* Southern ~ *Amanda Philyaw Perez*
* Western ~ *Katie Hoffman*
  + Sent copy of bid to members in the West and starting to recruit 2021 committee members to have some join 2020 planning committee meetings. Retreat planned in October to discuss planning for 2021. Susan mentioned Ricky will reach out to her about planning a site visit to Cor D’Alaine.
* 1890 ~ *Michelle Eley*
  + Not on call
* 1994/FALCON ~ *Yvonedda (Henry) Thompson*
  + FALCON conference scheduled October 25-28, 2019 in Denver, CO. A pre-conference session discussing 1994 and 1862 collaborations being planned.
* Joint Council of Extension Professionals (JCEP) ~ *David Civittolo/Susan Kelly/Adam Hodges*
  + David said the calls will be beginning this fall. Susan encouraged attendance and sharing information about it in your areas.
* Journal of Extension ~ *Jamie Rae Walker*
  + Not on call.

**Conference Reports**

* *PILD Conference 2020 ~ Russ Garner/Nadine Sigle*
  + Not on call but sent notes. The theme is Moving Knowledge into Solutions. There will be a call for submissions November for 15 minute TED Talk-style sessions or a 2 hour session. It will be in Washington DC area.
* 2020 Annual Conference May 31 - June 3 Portsmouth, NH Rich Past Vibrant Future ~ *Charlie French/Adam Hodges*
  + Adam said things are moving forward well. The team there is excited to show the board around at the retreat. It may energize the board for the final steps, including mobile learning tours, before board retreat in September.
* 2021 Conference – Katie Hoffman
  + Getting people signed up for committees.

**Unfinished Business**

None

**New Business**

1. Upgrading MemberClicks Decision
   1. Ricky shared there are 3 options for upgrade. $750 one time fee to upgrade to mobile-friendly. $480 annual upgrade and can change annually. $350 a month to upgrade once and be mobile-friendly. It takes time to get it scheduled and done.
   2. David said maybe we need to look at the needs from other committees. Adam agreed that it may be too soon to decide. Adam moved to refer MemberClicks to a committee of Michael, Rebekkah, Melinda and David. David seconded. Approved. Susan would like to have a recommendation in time for the September Board meeting.
2. Susan shared it will soon be time to identify hosts for 2020.

**Comments and Announcements**

Susan asked for any other items of business. None were shared.

**Adjourn**

David moved to adjourn. Nancy seconded. Approved.

Meeting adjourned at 12:51pm ET

**Next Zoom Board mtg. is September 20, 2019 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)

Following is the schedule for the 2019-2020 Board:

2019

August 16

September 20

September 25-27 Retreat

October 18

November 15

December 20

2020

January 17

February 21

March 20

April 17

May 15

June 1 Annual Business Meeting