



University of California
Agriculture and Natural Resources

4-H Youth Development Program

California 4-H Management Board Meeting

April 30, 2017

UCANR

2801 Second Street, Davis, CA

Attendees: Curtis Ullerich, Sarah Lloyd, Sue Garcia, Brenda Vales, Kelly Violini, Trent Baldwin, John Trammell, Ryan Cleland, Bailey Walvoord

State Office: Gemma Miner

Guests: Elisabeth Sampson-Kent, Dawn DeLisle

Absent: Joslyn Campos

Proceedings:

Meeting called to order by Chair, Curtis Ullerich, at 10:34 am.

Sarah Lloyd introduced a standing rule on motions. Motion: Add a standing rule: Any director or the staff liaison may introduce a topic through informal discussion without a motion. This rule can be suspended for the current meeting with a motion passed by majority vote of those present.

Curtis requested a motion to approve the standing rule. Motion(M)/Second(S)/Carried(C):

Sarah/John/Passed; Motion: Add a standing rule: Any director or the staff liaison may introduce a topic through informal discussion without a motion. This rule can be suspended for the current meeting with a motion passed by majority vote of those present.

Treasurer's Report: Brenda asked if there were any questions about the Treasurer's Report attached to the agenda. Gemma asked if there are any outstanding expenses for the year. Brenda responded that there are pending expenses for some of the area Presentation Days. John said check 1064 to Julie Kelley is for the TIC conference, not the CAL conference. Trent asked what types of expenses are incurred for area conference. Brenda said the expenses are costs for photocopies and supplies.

Curtis asked for a motion to approve the Treasurer's Report. M/S/C: John/Bailey/Passed; Approve the Treasurer's Report with correction to check 1064.

Brenda introduced the draft budget for the 2017-2018 program year. The first topic was the annual fee structure. Brenda said that North Section was previously assessed an annual fee of \$25 and \$.23 per youth member. No charge was assessed for leaders. Brenda worked with Whitney to come up with an estimate of the projected fee collection using this method of \$8,100. She said based on our projected budget this approach would be sufficient if needed. Sue asked what the impact would be on individual counties, how many would go up and how many would go down. Brenda said that 40 counties would pay less and 14 would pay more than the standard fee collected for 2016-2017 of \$200. The four counties with over 1,000 youth members would see the largest increase in cost. Gemma said that we could put a cap on the fee if needed. If the fee was raised to \$.25 per youth member, the total collected would be \$8,685 using the 2015-2016 membership totals.

Curtis asked Brenda if she anticipates any issues with explaining the change in the calculation of the fee. Brenda said that counties requested invoices for the fee and we can use the July 1 membership counts to calculate the fee. Curtis suggested that it would be good to send out the invoices in May. He suggested we use last year's membership totals (2015-2016) since the numbers do not change significantly year over year. Curtis asked Gemma if enrollment numbers are public information. She confirmed that they are public. Since they are public, we can include a list with the fee calculation for all counties.

Curtis asked for a motion to approve the change in annual fee calculation for each county to \$25 and \$.25 per youth member. M/S/C: Brenda/Ryan/Passed; For the 2017-2018 program year, the county fee will be \$25 plus \$.25 per youth member based on the year-end census of youth members for 2016.

Discussion continued on the proposed 2017-2018 budget. Brenda said she left the Management Board expenses the same. Curtis said the largest difference in the proposed budget is because the State Leader's Forum will not be held in the 2017-2018 program year. The cost was \$40,000 in the 2015-2016 budget and event contingency fee went down accordingly. Budgets for area events were discussed and some committees have not finalized budget projections yet. New events may require fund-raising to cover costs for events that do not charge for participation. Kelly asked about the encumbered funds in the 2016-2017 budget. Brenda reported those funds will no longer be encumbered in the future. Gemma raised the question about costs for Committees to travel to at least one in-person meeting. This could potentially be combined with the annual planning meeting and will be discussed further.

Curtis said the timeline for the budget is to approve it at the June meeting. Curtis also announced that Brenda Vales will be leaving as Treasurer of the State Management Board. She has accepted a new job as Program Representative for Contra Costa County UCCE. Edward Ho has been selected to replace Brenda as Treasurer.

Curtis asked for a motion to add Edward Ho as Treasurer of the CA 4-H State Management Board as Key Account Holder on the Chase bank accounts effective May 1, 2017. Brenda Vales will be removed as a Key Account Holder on the Chase bank accounts.

M/S/C: Ryan/Sarah/Passed; Add Edward Ho as Treasurer of the CA 4-H State Management Board as a Key Account Holder on the Chase bank accounts effective May 1, 2017. Remove Brenda Vales as a Key Account Holder on the Chase Bank Accounts as of May 1, 2017.

Secretary's Report: The minutes were attached to the agenda circulated prior to the meeting. Sue asked if there are any corrections. No corrections noted. Motion to approve the minutes from John.

M/S/C: John/Ryan/Passed; Approved the minutes of the 2/18/2017 State Management Board meeting as submitted.

Committee Reports:

Southern Area: John reported that all events for the program year are done. The area put on six events. The Horse Classic was not held. John said his area committee is planning four events for next year and combining several events under area field days. They are also looking for new venues, for example they would like to move the Healthy Living Summit to Ventura County. They are also discussing the future plans for the Leader's Retreat.

Bay/Coast Area: Trent has been recruiting for CAL conference staff and planning for Citizenship Weekend is underway. They are also planning the 4-H Games and leader training in September at the Monterey County Fairgrounds. Trent said the multiple changes in venue for area presentation day was challenging. Curtis suggested reflection on the challenges would be good for the committee. Looking at lessons learned and how to mitigate for future events. Trent also said that Napa/Marin counties held their own area presentation day.

Central Area: Curtis reported for Central area. The event committee has begun planning LCORT for next year. Area presentation day was held and they were able to use the old sectional pins. Gemma said we should order new pins with the correct designation as area presentation day.

North Area: Ryan reported that four area presentation days were held. The area is also looking for a new location for the WHY conference. The Hi 4-H group is going to work with the area committee on planning the WHY conference. Curtis said he noted as interim area director that breakdowns in communication were problematic. Having a direct line of communication to youth and leaders would facilitate direct communications.

Finance Committee: Brenda reported that the committee is small and includes the wife of the new Treasurer, Ed Ho. Gemma said it would not be a conflict of interest since she is not a signer on the bank accounts.

Communications Committee: Sue said the recruitment of open director and committee positions is underway. She met with the committee and they discussed how the information about the open positions is being handled in the different areas. Most reported they saw the notices in the state calendar. Gemma shared the exciting news that the Constant Contact email application was very close to being ready to use for broad blast communications. It is currently in use for SLC communications and has some groups set up. Sarah offered to give Sue an overview of the Constant Contact application. Good news.

Resource Development: Kelly reported that she gets a recap of the 4-H Foundation meetings and they had a successful year end appeal. The Foundation raised twice as much as the previous year. They are in the interview process for the new director. The Foundation is also planning an alumni event at SLC and the summer focus is Share the Fair and the Spring mail appeal.

Marketing and Public Relations: Bailey reported that her committee is focused on the video contest at State Field Day in 2018. She will have more details in her longer report later in the meeting.

The meeting was adjourned for a lunch break from 12:00 – 12:30

Curtis reconvened the meeting at 12:30 and opened the topic of the Internal Evaluation. The 4-H Futures Task Force recommended an evaluation after six months. Curtis posted the results of the survey with the average responses and summarized text responses for anonymity. Curtis said he will be meeting with Sarah and Gemma to strategize on the recommendations and plans. Curtis encourage the directors to look at the results of the survey. He also said that we will be using this process for external 4-H community feedback, but it will be a shorter version. Trent said he would like to use a version of this survey with the committee.

Tips on Planning a Successful Event: Kelly shared a presentation with the group that focuses on how to plan a successful event. Her experience as a Fair Manager working with many different events each year has provided her with a wealth of experience in how to put on a successful event. Her presentation is included at the end of the minutes.

Key areas in the presentation are budget, sponsorship opportunities, date selected, agreements, day of the event and post event debrief. For the budget, Kelly said that using the budget template on Collaborative Tools is a great place to start. She also said there are forms available for sponsorships. Some resources you might need can be borrowed. For example, contact your local Fair and see if you can borrow supplies that you need for your event and return them promptly. It is also important to have contingency funds, estimate about 3% of the budget for last minute items. Curtis asked about the timeline for soliciting donations. Kelly confirmed that the approval process takes time so the earlier you start, the better. Look at the date for your event and try to avoid other major events on the same day.

Securing your location probably has the longest lead time. Look for locations that already have blanket agreements with UC. This includes the 54 Fairs in California and many school districts. It can take up to six months to get approval for a location and finalize the agreement, so start now for events next year.

Advertising the event can also take significant lead time. Use multiple avenues including social media, local community calendars, prepare press releases. Kelly has lots of experience and offered to help if needed for press releases. On the day of the event, everyone should know what they will be doing. Using radios for communication can be very effective. Lastly, do a post event wrap up of the good, the bad and the ugly. Curtis suggested using the whole team. Use Marketing and Public Relations and Communications to help publicize your events.

In 2017-2018, we can focus on getting financial support for fee waivers for conferences. Kelly said if we do it on a combined basis it has a bigger impact on the donor. Sarah mentioned that there is an online form for Resource development requests. Kelly would like to work with the area directors to coordinate the effort to raise funds for the events next year.

WRLF: Gemma first announced that Curtis was selected as regional volunteer of the year and Paulette Sauln was selected as regional lifetime volunteer. First time that California has represented the region in both categories. Next step is the national selection. On WRLF, requests for proposals will go out on May 15. Keynote speaker has been selected. Gemma said the former State Council was going to make a contribution and the State Management Board might consider putting funds into the 2017-2018 budget.

4-H Delivery Modes: Gemma distributed the 4-H Delivery Mode handout that describes the core elements of organized 4-H clubs and options available to fill the requirements. Gemma also mentioned a new type of club called a SPIN club. This was developed with Lupita and the Latino Initiative. SPIN clubs look different from the traditional 4-H club. These are being tested in the seven pilot counties. Brenda asked about the fees for these alternative delivery models. Gemma said some are enrolled as a group with a single fee and some like day camp are charged half the enrollment fee. Gemma suggested that it would be good for the Management Board to get on the radar of these groups to publicize events like conferences. After school clubs are also a growing sector and successful programs are running in Marin, Merced and Kern counties.

Marketing and Public Relations Report: Bailey said she has been gathering information from her committee members. They are looking at how they can piggy back on the 4-H Grown campaign. They have also been talking about the video contest idea for the 2018 State Field Day. Bailey is working on a budget for the contest. The best videos will be posted on the State website. The committee is working on a rubric for the videos to provide guidance on what to include and how it will be judged.

They plan to start publicizing the contest at the 2017 State Field Day. Trent asked how the other directors can assist with this initiative. Bailey said that once more details are available, she will work with the area directors to help publicize the contest. Curtis asked about how the committee is reaching out to non-4-Hers. Bailey gave an example of publicizing CAL Focus to Junior Statesmen as a potential audience.

Adult-Youth Partnerships: Trent reviewed the State Ambassador presentation on Roger Hart's Ladder of Participation to the group. We broke up into sub-groups to work through and present examples of how to identify and handle situations where the partnerships is not working optimally.

State Field Day: Curtis asked who among the directors planned to attend State Field Day in May. A majority of the directors will be there although some will have other roles. Kelly will order the directional signs and has reserved a booth to sell them. We wanted to have a second booth for sharing information about the State Management Board. Sue will reserve that booth. Brenda said she has the sign we used at SLF with the state map and areas and she will bring it. Curtis said the MB will also have 30 minutes on the main stage during the break. He suggested a fun q & a activity with the audience. Ryan agreed to mc that portion. We can use a Jeopardy type question format and have some sort of reward for correct answers. We will also have information about the committee positions and a mini ipad or paper applications to fill out on site. The area directors can also publicize event committee openings. Kelly will bring tents. Gemma said that tables and chairs are provided for the booths. Kelly also offered to have banners made for the booths.

CAL Conference Report: Curtis read the report Dawn DeLisle submitted. There were 110 youth delegates and 165 total attendees. Good feedback on the conference. Attendees enjoyed the team building experiences.

SLC Presentation: Curtis said there is a five to ten- minute slot on Friday night. It's an opportunity to get in front of 4-H youth. Chance to encourage youth to participate in area event committees. Curtis also said that SLC is looking for more workshops.

4-H Promotional Signs: Kelly asked for feedback on proposals for lawn signs. One type would say 4-H Family Lives Here. There could be a second version for alumni or a combined Member/Alumni version. Send Kelly your comments.

The business section of the meeting was adjourned at 3:33 pm.