

MONTEREY COUNTY 4-H COUNCIL MEETING MINUTES

DATE: June 18, 2019

LOCATION: County Ag office conference room

CALL TO ORDER: 7:00P by Tim Lewis. Pledge of Allegiance and 4-H Pledge led by Tim Lewis

ADDITIONS OR CORRECTIONS TO THE AGENDA

Add special awards (Dena Jenkinson) to follow President's Report

ROLL CALL

President: Tim Lewis (KCBR)
1st Vice President: Hana Ferguson (Buena Vista)
2nd Vice President: Dena Jenkinson (Chualar)
Treasurer: Diane Vorwerk (San Benancio),
Secretary: Travis Tanaka (Buena Vista)
Program Staff: Lorin Lurz

CLUB REPRESENTATIVES AND GUESTS

Aromas: Jacque Palmer
Buena Vista: Travis Tanaka
Carmel Valley: Scott Quilty
Chualar: Dirk Giannini, Alec Giannini, Bella Nassiri, Joy Hedberg, Brooke Hedberg
Gonzales: Colleen Yebra, Diandra Yebra, Christina Kaupp
Greenfield: Luzmaria Arguenta, Elizabeth Hernandez
Hilltown: Kelli Martignoni
King City Blue Ribbon: Alicia Crespo, Dianna Taylor
King City Rural: Carla Mullanix-Ackerman
Lockwood: Misty Hancock, Megan Weferling
Mission: Valencia Parker, Misty Panziera
Natividad: none
Royal Oaks: JoAnn Etchinson
San Benancio: Rose Evers, Taylor Hibino, Brooke Hibino
Spring: Kelly Violini, Nicole Hostert
Other Guests: Rhonda Hurtado

APPROVAL OF LAST MEETING MINUTES (Travis Tanaka)

Minutes were emailed with notification. Hard copy available. No corrections or changes to the minutes. Minutes approved unanimously.

TREASURER'S REPORT (Diane Vorwerck)

Report covers April 1- June 18, 2019.

Opening April 1: \$62,481.46
Income: \$8,661.95
Expenses: \$9,690.67
Closing June 18: \$62,483.46
Morgan Stanley (Scholarship): \$55,844.70
Pacific Valley Bank: \$54,568.83
CD Total: \$110,413.53
Combined Total: \$171,866.27

Comments: All were provided a one-page report for the update. A two-page report was also provided showing expense to budget for the fiscal year. Diane asked that if there were any outstanding expenses,

to have them turned in ASAP. There was one clarifying question regarding insurance expense. Diane reminded the group that when entering Club financial statement into the portal to use the balances as listed on bank statements.

Question: Will Youth Council raised funds rollover to the new year. Answer: Yes.

PRESIDENT'S REPORT (Tim Lewis)

Tim, Diane, and Gidget's final meeting as an Executive Council Officer. Tim announced that nominations will be taken toward the end of the meeting for President and Treasurer. Filling both positions are important in order to make quorum. Tim asked for nominations with no response.

Council Scholarship update- Revised High school Council scholarship enacted with efforts by Dena (2nd VP) with help and input from the County office and the Youth Development Advisor. Revisions helped with scholarship invitation, process and allocation. Dena thanked the three interview panelists- Carla Ackerman (KCR), Katie Blowers (San Benancio), Jamie Rodriguez (Chualar). This year's extensive revisions cleared up qualification questions and improved process efficiency. The Scholarship committee has discussed minor potential improvements and plan on implementing these the next scholarship period. Recipients will receive a letter by end of program year with acceptance information.

Council recognition and thank you- Tim presented Kelly Violini (as Monterey County Fair represented) a recognition gift for long standing and ongoing MCF's support of Council and Monterey County 4-H program.

Tim thanked all the Club Leaders while Dena and Hana passed out thank you gifts. These gifts were for the 2018-2019 year.

Diane Vorwerck was recognized for stepping to assist as Council Treasurer.

Tim Lewis was recognized for completing a second term as Council President.

Tim thanked everyone again for their hard work and dedication.

SPECIAL COUNCIL YOUTH AWARDS

Dena provided a review of the new awards:

Star Presenter- youth must make five Presentations among other criteria

Rising Star- recognize a first-year member. It includes other criteria

County Chairmen- recognizes the youth chair of any Council committee with other criteria

Council Service Learning- for those members completing 4-H Service learning

Friends of 4-H- Recognize individuals and companies that support Monterey Co 4-H

Question: What was the budget for these new awards? Answer: Hat medals or "Pins" are approximately \$2.00 each. Budget was increased by \$200.

Tim asked for a motion to proceed with the new awards. Motion to proceed made by Scott Quilty (Carmel Valley). Seconded by Misty Hancock (Lockwood). No Discussion. Passed unanimously.

YOUTH REPORTS/ CLUB SHARING

Youth Reports- None

Club sharing: *How does your Club recognize Cloverbuds and graduating members?*

Graduation party for graduates; graduation scholarship (8th and high school); candy lei for Cloverbuds; end of year party with gift to seniors; Cloverbud graduation into the Club; Seniors get their graduation gift after submission of an essay describing how 4-H changed their life and how those skills could be used in the future; end of year party; pictures on InstaGram; some clubs have Cloverbuds but don't do anything special but plan on instituting a recognition; celebrate Cloverbuds entering into 4-H Club. Overall, new ideas were taken into consideration by clubs' present.

YOUTH COUNCIL (YC) REPORT

Kelly V. reported that the YC is finishing up their year and will attend a Giants game and have a possible bon fire as part of their end of year party.

Dena and Joy Hedberg are the incoming YC advisors. Dena reported that there are seven that have submitted applications and asked Club representatives to give Dena the names of youth (13 and up) that could be a good fit for YC. Dena will give those youth a personal invitation to join.

Dena recognized Kelly V. for establishing the framework for YC.

Tim asked about the closing date for YC applications. July 1 is the deadline, but could be extended

Dena suggested to Leaders to add a YC report to their Club Meeting agenda. YC members can report to the Club. Having youth report instills greater interest than having an adult make the report.

Question: What is the time commitment to be on YC. Answer: YC members must make 8/10 YC meetings, must attend one Council meeting. YC will have officer positions. YC members can be active as they want, however there will be opportunities for youth who want to be active, represent YC in the community, and to a step into a County leadership role. Being on YC qualifies youth for the County scholarship. Program is geared to mold youth into taking on other County leadership positions.

FUNDRAISING COMMITTEE

To lead into the fundraising committee's (FC) report, Tim extended his thanks to clubs for helping fundraise for council, especially since clubs have their own fundraising. Tim asked clubs to change by laws language regarding helping in the food booth to:

"The Club supports the Council's fundraisers."

Amending Club by-laws language will ensure Club support for any Council fundraiser.

Carla Mullanix-Ackerman announced that decorated re-usable 4-H mugs were available for purchase at \$5/each. These could be given as gifts at any club.

Monterey County fair Awards Breakfast fundraiser

Carla said the annual member breakfast is scheduled for September 2, 9:00A. Menu to include pancakes, bacon, sausage, fruit, juice, and coffee. Breakfast open to all livestock exhibitors, parents, and leaders. MCF would donate \$3,800 to Council to run this event. KCR to take the lead for the event but will need help. Tim added that this will come up to a vote in New Business for Council to authorize this event as a Council fundraiser.

Diane later added that the \$3,800 does not cover the cost of food. Kelly V. stated that there is a \$1,500-line item expense. She also said that when 4-H camp does the Auction dinner, much of the dinner supplies were donated leaving camp with a higher net revenue. If Council goes forward with the fundraiser, Council will need to sign a contract with MCF. MCF will provide a list which will include required items for the meal. MCF will then pay Council the donation on Giving Tuesday. Kelly described the breakfast as a well-attended event, attendees are happy. The purpose of the events is for winners to receive their awards for club and individual work such as vegetable judging, livestock judging,

sweepstakes awards. Event lasts about 1.5 hours. Breakfast is free to exhibitors and parents. Breakfast sponsored by Gold Star Motors and MCF Heritage Foundation.

Dipp'n Dots

Kelly V. stated that there will be a Sign-Up Genius to work in the Dipp'n Dots booth. Previously booth has been run by employees. Work should be easy. Working will count toward working at a County fundraising event as discussed earlier. Takes two per shift. Booth will be open during normal Fair hours. Shift details not determined. Payments accepted are cash and card. Age minimum to work not yet determined, although younger members (13) have worked. There must be an adult on shift. Cash register training will occur at start of the shift worked.

More details about the awards breakfast and Dipp'n Dots to come at the July Council meeting.

Power Point Presentation

Kelly V. gave a presentation to the group about the Fundraising Committee's idea for a new fundraiser. Handouts given to the group. Kelly mentioned the benefit of the annual November Giving Tuesday, but also stated that some may not want to participate because they think that funds given to UCANR will not return to Monterey Co 4-H. FC proposes a Monterey Co (local) 4-H day of giving. Council to develop own marketing materials.

Date to occur during National 4-H Week (Oct 6-12), Day of Giving Clover Friends

On fundraising- raise assets/ resources to support the organization. We fundraise because we must, otherwise we all would be paying higher fees. Goal is to make 4-H affordable for all members.

Fundraising should be clear, easy and fun. This must be a combined effort between 4-H families and Council with facilitation by the FC. FC needs participation of Council, especially distribution of materials and information. Getting information to general membership helps in networking and visibility.

Fundraising plans- 1. Dipp'n Dots (during Fair) 2. Awards Pancake breakfast (September) 3. National 4-H day of giving (October) 4. National Giving Tuesday (November) 5. Color Me Green and possibly SpringFest (March)

Overall goal=\$11,000. Combination of matching donation and Club event effort.

Donor goal- secure one or two matching gift donors of \$2500 or more.

Event goal- outreach opportunity during National 4-H week. Clubs to get into community with 4-H information and Clover Friends. Find a location and staff with members in fair whites. FC will help Clubs in finding a location, if needed. Goal is \$1000.

First step is to increase reach by locating 4-H alumni. Need to update and increase mailing list.

Monterey Co Day of Giving- Social media campaign begins Sept 22. Day of Giving is October 9. Social media message delivered consistently and on all platforms. Keep the message in front of people. Thank people within 24 hrs. on social media. Within 72 hrs. send out written thank you's. Show appreciation immediately to retain donors.

Why do people donate? People want to see youth doing great things. People give to an organization because they believe in the organization's mission or goal. Maybe they were past members.

Where to find donors? Get access to mailing lists, chamber list, local business

Do multi-channel outreach. A donor is more likely to give if they are asked multiple times.

Create a team, create a plan, work the plan, retain and use data. FC is the team, but they need help.

Question: Is this fundraising for Council only or will funds go toward the funding shortfall?

Tim: This is for the Council's budget, not for any shortfall for Program. We will discuss this issue later in the meeting.

Tim: Great job on the presentation. Does FC want to add the Day of Giving to the budget? If so then we need to add this to new business. Kelly V: Yes, this will be an additional fundraiser. FC wants to get going.

Tim: Is adding the outreach table to Club's responsibility going to be for the whole week or one day? Is the goal for each Club to do just one table? Kelly V. response: Table can be done any day during National 4-H week. Goal is to have each club do one table. Would be great if Clubs could do multiple tables. This would serve as outreach.

COMMITTEE REPORTS: *led by 1st Vice President: every club should have a binder to record info. Council meeting reports must have date, time, location. Comments to Hana after event complete to reduce "critiques" at the council meeting. She will be reaching out to each club who has an upcoming event.*

Hana had committee binders available. She asked Club representatives to take their Club's binder and to take them back to whomever is responsible in their Club for the Club's council obligation. For those who don't take their binder, they will be kept at the County office for pick-up.

Record Book Judging (Mission)- Judging event will occur August 10 (9:00A) at the Ag office. Books are due July 16. One judge required per four books submitted per club.

Club Book Judging (KCR)- Proposing one judging event on July 23rd at the Ag office. South county clubs will have to come up to Salinas. It was brought up that south County Clubs are participating in the Mid-State Fair that week. July 23 is also the proposed alternate date for Council. Club book judging alternate dates to get researched.

New Member Event (Greenfield)- short discussion occurred about when to schedule such an event. Preferred it early (Sept or Oct) as families get settled into the new 4-H year.

Star Rank Verification (San Benancio)- Has volunteers (adult and youth) ready. Planning on doing verification July 25 and August 10.

Achievement Night (San Benancio) Have senior chairs in place. Will be working with KCR on finding a location. Soledad High has offered the school for use on Sept 14. Member chairs working on details.

STAFF REPORT (Lorin Hoffman-Lurz)

Enrollment update- Reminder emails sent to have enrollment deadlines in place for returning members. Having enrollment in June/ July is preferred. All documents and payment are due to County on Sept 27. If your Club has a new Volunteer Enrollment Coordinator (VEC) they must have a clear understanding of 4HOnline. Club VEC's are to guide new families and Club members in using 4HOnline. VEC's need to turn in a list of Club projects. Most Clubs have enrollment deadline in June or July. Salinas based clubs (Buena Vista, Hilltown, San Benancio, Spring) need to be done early so County knows how many spots are possibly available. Emails regarding County's need of enrollment numbers. County enrollment night is July 31 at the Ag office. 4HOnline is closed June 28-July 1 for system rollover.

End of Year packets- Financial peer reviews need to start around July 5. This is a required step that includes 4 signatures. Use bank statements to close out books. If your Club has leftover funds, adjust to account for excess funds. Fundraise less, put funds in scholarship account; don't just spend it. Expenditures must have a purpose. Email regarding online portal reporting to go out soon. Use bank statements only; whole process should take 10 minutes.

Club Book Judging and Training- Revised date to come out soon. Valuable learning experience for those responsible for Club books.

Record Books- Club leader to submit a list of members with completed APR's. If a member has not submitted an APR, they may not re-enroll in that project. APR submission is required for project completion. This needs to be a simple report. Showing project completion important for fair entry requirements. This step has been added as a result of not all clubs complying to *Steps to Success*.

Kelly V. added that MCF and all fairs are checking project status and will put member eligibility back on the CL and County office.

Add/ drops must have documentation sent to County, regardless if dropped in ORB. Managing all year ensure all records are correct.

Verification record books need review and signature of CL. Shows book has been reviewed and ready for evaluation by the verification committee. Don't send books to County that are not ready.

If your Club is doing a record book contest, follow state guidelines. Must have 80% attendance (project and Club meeting) to apply for a star rank.

Several new ORB instructional videos posted on the County web page. Please use these as a reference.

Club Document Review- As Club's review their guiding documents (Bylaws, rules, policies), forward draft to County for review prior to voting in. Remember to have language requiring the Club's assistance during Council fundraisers.

Budgeting- Contact County if your Club wants to allocate funds differently or have a different fundraiser. Set aside line item or funds for adult volunteer training and support. Long time volunteer conference returning to Asilomar with special pricing negotiated for local volunteers. Volunteers can get reimbursement for approved training or travel.

Officer Advisor mixer- To occur July 10. Open to OA's, executive officers to participate in a sharing, brainstorming event. RSVP required.

Emerald Star applications- Opens July 1. There will be an ES presentation at the July Council meeting.

SLC- Registration closing. There are three Monterey Co delegates enrolled. One adult volunteer (Kelly V.) will be giving a presentation on event planning and how to cope when plans go bad. Annual delegate training coming up.

Club Leader bootcamp- CL social this summer. Great opportunity for new and experienced leaders to share their experiences. Date to come out soon.

Other items- Button maker is available for Club use, good for team building. Colmo parade, if your Club wants to participate, contact County to complete paperwork. Lorin attended a conference in Montana. This was a great experience and shows how 4-H is run in various parts of the country.

Asilomar volunteer conference- Was previously called Leaders Forum. To attend entire conference, fee is \$299. Monterey, San Benito, Santa Cruz volunteers can attend Saturday for \$50. Friday special classes available (info in Club packet). Clubs are encouraged to set aside funds to pay for/ assist adult volunteers to attend opportunities such as this.

Vice Provost visit- Dr. Mark Lagrimini (Vice Provost of Research and Extension-UCANR) met with Monterey Co program representatives and Maria de la Fuente (County Director). Questions were asked about budget cuts. The response was that 4-H is a well-respected program with community support. Lorin received questions from Council representatives about what this means to the program and when cuts will occur. Lorin reminded everyone that a meeting with Lynn Schmidt-McQuitty occurred. Lynn explained that over three years program representatives could be 100% defunded. Originally the cuts were to be no step increase raises. Now the cuts will be no funding at all. Lorin stated that other counties have found solutions.

Tim offered his thanks to Lorin for her work and dedication to the County program.

UNFINISHED BUSINESS:

Tim reviewed what the situation is regarding program cuts. Originally there would not be funding for merit increases and that County communities, not Council, would be responsible to fund shortfalls. The original shortfall was estimated at \$5,000. Now the shortfall may be around \$12,000 for the next 4-H year Tim further stated that the next executive council will need to work with program and the County director to find a solution to the funding shortage. If steps are to occur to rectify the shortfall, they need to begin July 1. Tim stated that if anyone wants to work on fundraising at a broader scale, now is the time to volunteer.

Tim reminded everyone that how funds are distributed will change after this next year. The portion of state enrollment fees that used to go to State will be returned to the County.

Council to hire a consultant who will provide guidance and direction to the exec council. Or, investigate pro-bono type assistance to strength the program

Officer Nominations- Tim asked for nominations for President and Treasurer. Misty Hancock was nominated. Misty said she would have to discuss the position with Diane before accepting. Dirk Giannini was nominated for President; Dirk declined.

Kelly V. asked about the vice president moving up to President. Hana indicated she would do that for the July meeting.

Tim asked for additions to the proposed 2019/20 calendar. This would be up for a vote at next meeting.

Tim asked for a motion to approve the 2019/20 budget. This budget has nothing to do with the cuts by UCANR; the budget shortfall and council budget are separate. It was pointed out that the MCF breakfast fundraiser needed approval. Tim then asked for a motion to approve the MCF breakfast fundraiser to be added to the budget. Motion made by Misty Hancock (Lockwood). Seconded by Dena Jenkinson (Chualar). No discussion. Passed unanimously.

Tim then asked for a motion to approve the Monterey Co Day of Giving as presented by Kelly V with a budget of \$1,000 with income of \$11000 into the Council's 2019/20 budget. Motion made by Kelli Martignoni (Hilltown with a second by Nicole Hostert (Spring). Passed unanimously.

Tim asked for a motion to approve the 2019/20 budget as amended by the previous motion. Motion to approve made by Rose Evers (San Benancio) with a second by Dirk Giannini. No discussion. Passed unanimously.

NEW BUSINESS:

Move July meeting- Need to move the July 16 meeting to July 23 due to executive officers' absence. Travis noted that he had conflicts with July 16 and August 20. Motion made by Kelli M. to move the July 16 meeting to the 23rd. Seconded by Christina Kaupp. During discussion the question was asked about the number of clubs that can attend a meeting on the 23rd. 10 clubs indicated they could attend a meeting on the 23rd. Must have 10 Clubs and three officers to meet quorum. Lorin asked about the original record

book and club book due date of July 16, especially since all documents and fliers state July 16 is the due date. She wanted to know if Council wanted to amend all documents to reflect July 23. The decision was to keep the 16th, but clubs could drop off books till the 23rd. Discussion concluded and passed unanimously.

Other-

Dirk Giannini stated that the situation of outside community asking our local community for funds is strange. Dirk asked if our 4-H community can go lobby and that we shouldn't let this happen. There is outside support for 4-H, who do we lobby to get support? Tim suggested that Maria de la Fuente is a good person to lobby and support for action with the Board of Supervisors. Lorin mentioned that Lynn will be back on June 26th and could meet those interested. Lorin further stated that any fundraising is for the position not the individual in the position. Funds generated through special fundraising is for the program. Budget cuts are strictly for the program representatives.

Dirk expressed additional concern about fund raised in Monterey Co staying local. Kelly V. stated that program rep positions are political and that our 4-H community should be acting and not waiting to be told what to do. A question was asked about asking the Board of Supervisors to fund.

Kelly V. asked that if the County day of giving is successful, could excess funds be routed to cover the deficit. Tim replied that the decision would be up to Council but would set the wrong precedent and we need to think about the long term.

Tim said that asking the Board of Supervisors for funds would have been difficult. We didn't have the latest financial numbers, just projections. Dena added that Council was told by Lynn that the situation wasn't as bad and that she had funding secured to cover the shortfall, then the situation changed. Dena added that this type of fundraising should be a statewide, grassroots effort. We are looking for someone to guide us, Council is not getting a straight answer. Need a clear purpose and message. What do we do and where do we go?

Dirk volunteered to begin getting the message out.

It was suggested as part of the message is to get the youth involved. Show who will get affected by cuts and the impacts. Tim said Maria needs to get 4-H on the Board's radar and then we can also show our support for the program.

What about the issue of 4-H being State run and asking funding from the County level? We may need to be addressing our legislators and copying the supervisors.

Lorin added that the State office is affected as well. Without local representation, who will get fees and paperwork organized before sending to state.

Tim suggested that we investigate the Ag license plate program. There is supposed to be funds allocated to State ag programs including 4-H.

ADJOURN at 9:58P

Motion to adjourn made by Misty Hancock (Lockwood). Seconded by Scott Quilty (Carmel Valley)

No discussion. Passed unanimously.