

MONTEREY COUNTY 4-H COUNCIL MEETING MINUTES

Date: October 15th, 2019

Location: Salinas Valley Fair grounds, King City

Call to Order: 7:07P by Dena Sala-Jenkinson. Pledge of Allegiance and 4-H Pledge led by Dena Sala-Jenkinson

Additions and Corrections to the Agenda:

Add Farm day update, Guest speaker to follow Treasurers report.

Introductions-Exec Board Roll Call

President - Dena Sala Jenkinson (Chualar)
1st Vice President- Hana Ferguson (Buena Vista)
2nd Vice President- vacant
Secretary– Travis Tanaka (Buena Vista)
Treasurer- Misty Hancock (Lockwood)

Club Representatives and Guests

Aromas: Steve Wiley
Buena Vista: Travis Tanaka
Carmel Valley: Vicki Amon Higa
Chualar: Dena Sala-Jenkinson
Gonzales: Macy Kaupp
Greenfield: Luzmaria Arguenta, Abraham Arguenta
Hilltown: Kelli Martignoni
King City Blue Ribbon: Alicia Crespo, Diane Taylor
King City Rural: Carla Mullanix-Ackerman, Marti Ackerman, Avery Ferrari, Hadassah Todd, Sherie Hinkle, Bo Hinkle, James Hinkle, Samuel Hearne
Lockwood: Misty Hancock, Morgan Hancock, Megan Weferling
Mission: Christina Kaupp, Misty Panziera
Natividad: Janet Wohlgemuth
Royal Oaks: JoAnn Etchinson, Sheryl Jones
San Benancio:
Spring: none
Guests: Maureen Harris, Michelle Ferrari

Approval of Past Meeting Minutes

Several copies were passed around prior to the meeting. Motion to approve past meeting minutes made by Christina Kaupp (Mission). Seconded by Kelly Martignoni (Hilltown). No discussion. Motion passed.

Secretary Report (Travis Tanaka)

Travis gave the correspondence report for October. Travis wrote thank you letters to the Johnson and Calcagno families for their donation to Council in memory of Lillian Gularte. Travis wrote thank you letters to Rabo Agrifinance, Kelly Violini, and the Jensen family for their donations to Council in memory of Terry Bengard. Travis wrote acknowledgement letters to inform the families that a donation was made in their

loved one's name. Travis wrote a letter to the Gularte, Pezzini, and Bengard families. A thank you was written to Escape Room 831 (Riddoch family) for their donation to Council.

Treasure's Report (Misty Hancock)

Misty reported that there is an issue with the Quickbook software with a solution in progress. Misty reported that Council received several donations as noted in the Secretary's report. Expenses from MCF fundraisers are getting finalized. Full report will be available at the November Council meeting.

2019-2020 Budget Review is underway by executive team. Main goal is to increase transparency on line items within the 2019-20 budget. All changes and additions will be brought to Council for approval.

Misty reported that bank authorization cards along with copies of July and August Council minutes has been submitted. The entire officer team has been added as check signers so expenses can be paid timely.

Misty reported that she is considering using Quickbook online instead of the desktop version. This will allow the officer team record (?) access resulting in up to date decision making regarding treasury business. Misty also had issues with the desktop version previously purchased by Council. There will be an associated charge regardless of the version used.

Guest Speaker (Maureen Harris- SVF Heritage Foundation, Michelle Ferrari-SVF)

Maureen Harris- One of the guest speakers for the evening was Maureen Harris with SVF Heritage Foundation. Maureen provided an update about the Heritage Foundation's scholarship. SVF web page is current. New for this year: runner up will receive \$500 scholarship and a Heritage membership for two. All high school students can apply; scholarship will not be given until applicant is accepted into a university or trade school.

Application is online, but applicants are asked to mail in applications. Due date is November 18. The due date was pushed back to encourage more youth to apply. Scholarship winner will receive a \$2500 scholarship, SVF Heritage Foundation jacket and buckle (other winner awards are listed in the distributed handout and online)

Animal choices can be any species that is eligible for fair.

Maureen is looking forward to seeing applications. Last year only three youth applied.

Question/ comment: If pulling from Monterey County 4-H and FFA (youth has to be a resident to be in either), requiring to be a Monterey Co high school student will exclude those who go to school outside of the county. HF may be excluding candidates by requiring attendance to a Monterey Co high school. If was reworded to just require Monterey County 4-H or FFA membership, then HF could get more applicants. If a member was active in their club, met the requirements of the scholarship, where they attend school shouldn't matter. A suggestion was made to drop the Monterey Co high school attendance requirement. Maureen said she will bring it up with the Board, but any changes wouldn't take effect until next year's scholarship offering.

Misty added that Monterey Co 4-H youth do appreciate the support of the Foundation.

Michelle Ferrari- The big change for SVF 2020 is that livestock entries will be online only. Due April 1 Livestock office staff are there of help.

President's Report (Dena Sala-Jenkinson):

Executive board meeting- Council Exec Board met October 10. Attendees included the Exec Board (Dena, Hana, Travis, Misty), Carla, and Lorin. Primary topic of discussion was fundraising; MCF fundraisers, the new planned local Day of Giving, Giving Tuesday and CMG.

Strategic Plan Update- Discussed long-term fundraising needs, including the need for a strategic plan (5-year plan) which will include developing a mission statement, vision, goal planning. Talked about developing a county marketing/ outreach committee. We don't do enough to inform the public about 4-H.

Monterey County Endowment Fund: consider Starting an endowment fund through the CA 4-H Foundation. Endowment fund gets 4.25% interest, current Council accounts earn about \$30/ year in interest. We need to have our money work for us. Dena will find out if endowment funds are available at anytime once deposited.

Giving Tuesday- Dena attended a Giving Tuesday seminar. The Exec Board discussed doing a year end giving push via social media. This effort to not conflict with Day of Giving effort in the spring. This effort will serve as outreach with bonus funds. This will give us something to start with should we want to do a future giving campaign. Dena shared several facts she learned about Giving Tuesday (largest online giving day of the year, one of three days people are looking for non-profits to donate to, mobile devices account for 24% of giving activity.) Dena signed up Monterey Co 4-H on the Giving Tuesday webpage as a non-profit looking for donations. Giving Tuesday kicks off year end giving; Exec Council needs to look into more options. Exec Board is suggesting starting with a small on-line push, Clubs may be asked to share through their social media. This would be a test run.

CA Farm Bureau Conference dinner- at conference center in Monterey December 8. They are asking for 20 youth in their 4-H uniform to serve and collect tickets. We Love 4-H Campaign is working with the Farm Bureau to gain support, help with outreach, and utilize their lobbying power to secure funds for 4-H. Having youth at the dinner helps with visibility and allows for interaction. The Campaign will have a later opportunity to speak with Bureau delegates to see how the Bureau could help with legislation and budget changes for 4-H. There will be an invitation and more info coming on how 4-H youth can participate.

Salinas Farm Day (Oct 24)- Dena sent an email requesting volunteers to assist as guides during Farm Day hosted by the Agricultural History . Lunch included. Adults needed to assist with Monterey Co 4-H display set up. Chualar 4-H will have livestock and Youth Council members will be asked to assist.

Fundraising Committee (FC) Report (Carla Mullanix-Ackerman)

Carla gave the wrap up report for Dippin Dots at MCF and the MCF Awards breakfast. A document showing the hours volunteered (Dippin Dots and Awards Breakfast) by club was distributed. This methodology will be in place from now on to document volunteer effort. Hilltown and Mission pointed out that the number of volunteer hours was incorrect; Carla will make the correction.

Dippin Dots - \$3,000 budgeted net profit. Actual profit \$4,317.72. Gross was \$15,656.50 (totals are approximate. tax-\$1,300, Fair percentage-\$3,400, payroll-\$266, product cost-\$6,345)

MCF Awards breakfast- \$2,300 budgeted net profit. Actual net profit was \$2,906.79. Expenses were \$893.21. The Fair will donate payment towards the Leader's Council on Giving Tuesday. The money should be doubled and come back through the foundation.

Remaining Council fundraisers, except for Giving Tuesday, will occur spring 2020. Upcoming fundraisers to include Monterey Co Camp dinner (specifically for Camp), Color Me Green (March 14, budgeted

\$5,800), Day of Giving (February 12, 2020- budgeted \$10,000). Carla reminded Council that FC will be asking each Club to bring in sponsors via *Clover Buddy* promotion.

Dena stated that MCF has offered both fundraisers opportunities to Monterey Co 4-H for 2020, but they need a confirmation. Under new business there will be a chance to discuss and vote on taking on MCF fundraising opportunities on behalf on the Leader's Council. Dena asked representatives to think about if their Club will support both fundraising opportunities. Dena said the Exec Board discussed both fundraisers and think Council should take these on, however the Board did not want to make the decision on behalf of all Clubs, especially since Clubs must provide the volunteers.

Youth Council Report (Megan Weferling-Lockwood, Macy Kaupp-Gonzales, Marty Ackerman-KCR)

Megan gave an update regarding YC participating at the New Member Party (Oct 12). Megan and the Greenfield 4-H officers lead activities, games and educational session with new members. At the end of the evening, New members received goodie bags. Dinner was provided for families.

Macy Kaupp- Macy updated Council on what she did to promote National 4-H week in her community.

Marty Ackerman- Marty spoke on behalf of Westly Hill. Westly accepted (Oct 2) a donation to Council from Escape Room (Monterey) and Monterey County Fair.

Dena concluded by stating that YC members will attempt to attend all Council events. It's important that YC members have the opportunity to interact with other 4-H members and the general public. The community needs to see our youth so they can put a face to who we (Monterey Co 4-H) are; increase publicity.

Youth Reports/Club Sharing:

Club Youth representative reports – Abraham Arguenta (Greenfield)- Abraham gave a wrap-up report about the New Member Party (Oct 12). 63 people attended (includes 25 new members and families). Six Greenfield Club officers assisted in the event. Greenfield members lead activities to teach and help new members get adjusted to what we do in 4-H. Dinner was served and new members received goodie bags.

Avery Ferrari (KCR)- Avery spoke about her project in which she learned about different types of speeches and that there would be a local presentation night in January.

James Hinkle (KCR)- James spoke about KCR hosting the dinner/ dance after Achievement Night.

Bo Hinkle (KCR)- Bo spoke about a community service opportunity.

Morgan Hancock (Lockwood)- Morgan spoke about how three club members went to KRKCFM radio station to make sound bites National 4-H week to air. She also spoke about Lockwood 4-H's upcoming recruitment booth and the welcome back bonfire.

Additional club sharing - *What fun activities does your club do during your at your meetings.* Club representatives shared the fun activities they do at their Clubs. Examples include: fun roll call, recreation planned by activity officers, various games (air-sea-land, pumpkin bowling) birthday recognition, incentives for participating in meeting theme, pre-meeting dinner, ice cream party, earn raffle tickets for participating in the meeting.

Dena concluded by asking that people continue to share new ideas for meeting fun. Lorin added that having fun at a meeting helps youth feel like they belong and it helps everyone get to know each other.

Staff Reports (Lorin Hofmann-Lurz)

National 4-H week- Document outreach for end of year reporting. Submit pictures to County for social media use, use by County and State office. Continue to do outreach, outreach effort must be all year.

Youth Summit- Dates are set for January. Middle school conferences; youth may attend any conference. All Clubs should offer scholarships to attend. October/ November is the time to announce a scholarship is available. Pay scholarship after they attend. Council will also have a scholarship. Sanger wants to see more MTY Co kids. Paying mileage for an adult volunteer to drive youth is an approved use of Club funds. Can also share a bus with San Benito Co, if they have one.

Farm Days- First FD is Oct 24. Can't require youth to miss school to count for project completion. Lorin is looking for adult volunteers to assist. Can do 4-H presentation, but just talking to the public is not a presentation.

Camp teen application- Applications are out and due Nov 8. Interviews are Nov 18 with selection after Thanksgiving week.

Camp- Booked for third week of June

Rabo Bank- If you have issues with Mechanics bank (formally Rabbo bank) notify Lorin immediately if there are problems.

Add/Drop forms- families can still add/ drop projects till December 13 using 4-H online. VEC needs to check once a month. System is closed Dec 13. Use add/drop form after December 13. After that date, families must use the paper form

Project transfers (inter-club)- county provided transfer form filled out every year from members who join other club's projects. A project Transfer is not automatic.

Enrollment- All Club Enrollment checks were turned in. Keep in mind, members are approved one at a time at the county office.

Beginning of Year packets- Half packets are signed by Maria. Signed pages are returned to the CL. Give to your secretary.

Outreach documentation- End of year Outreach documentation; some clubs didn't use correct form. Must use specific numbers, can't use words "various, multiple, etc". Every Club is to be doing outreach, and document the efforts.

Club Open house- Natividad club is having an open house. Nov 13. The club will provide a potluck. Food provided. Natividad is attempting to build their member base by inviting potential families. Any Club can have an open house, have one for volunteers, donors. Etc. Another form of outreach.

Scholarship review- If your club is contacted, please return requested info in a timely manner. Three Clubs are due for a review.

Club calendars- Even if you have a shutterfly calendar, must have a printed calendar. Calendar shows what is expected for members and parents

Shutterfly- Remove members who have left club and add all members who have recently joined. Do not delete items, use an archive.

Volunteer training and mileage reimbursement- If your Club wants to institute, consult with Lorin.

E Forum- this Volunteer Retreat is scheduled for Friday is the Club Leader certification course. Looking for at least one local leader to take the club leader course. Gemma Minor from State office is going to be the instructor.

New Member Party- New member party was great. Parent only session was full with lots of questions. Lorin advised new parents to get copies of the club calendar, bylaws, and club welcome letter. Lorin thanked Greenfield for their organization of the event. Lorin commented that she observed new 4-H youth observing the actions of the officers and Megan (youth council) and looking at them as role models. Will have to find another venue to hold the next new member event; have outgrown the capacity of the facility.

FAIR UPDATES (move to follow treasurers) Maureen Harris, Michelle Ferrari

County News Notes- Kelly Violini – not present Lorin offered that this is being worked on..

COMMITTEE REPORTS: 1st Vice President - Hana Ferguson

Color Me Green-Spring. Date is set for March 14.

New Member party – Greenfield wrapped up event

STEM- Buena Vista

Parliamentary procedure- Hilltown

Fashion Review- Hilltown, set date for March 28th and location is county office

Interview Contest-Buena Vista, need to discuss date and location

Service-learning activity - Carmel Valley ready for presentation night

Bowl A Rama - King City Blue Ribbon, January 18 (1-3:00), valley center bowl. \$15 fee, request budget increase of \$250.

Record Book Workshop- Lockwood- will be a trainer for trainers event. December.

Animal Field Day – Chualar January 18-19. King City and Prunedale

Fantastic Field Day- King City Blue Ribbon- Feb 1.

Judging Contest – Aromas- judging contest and tabulations – plan on being there

Dessert Judging - Royal Oaks- reword to baking contest. Name of event will match categories

Vegetable Judging – Mission- ready to go, flyer will be ready

Livestock Judging – Chualar- should be same as last year

Poster Contest - King City Blue Ribbon-

State Management Board – Lorin provided an overview county has paid dues, they over see section and presentation days

Unfinished Business- None

NEW BUSINESS:

- 2020 Dippin Dots Fundraiser MCF Commitment -VOTE
 - Motion to continue Steve Wiley (Aromas), second Marti Ackerman (KcR)

1. Discussion- Misty
2. Motion passed
- 2020 MCF Awards Pancake Breakfast Fundraiser Commitment –
 - Motion to continue Kelli Martignoni (Hilltown)
 - Second Alicia Crespo (KCBR)
 - Question from Janet Wohlgemuth- how much help was needed and how hard was it?
 - Carla- shopping was minimal and fairly easy with great volunteers
 - Motion passed

Amend budget to Bowl-a rama to \$250

- Motion Luzmaria Arguenta –(Greenfield)
 - Second Christina Kaupp (Mission)
- Motion passed

2. **ADJOURN 8:53 PM**

Motion Janet Wohlgemuth

Second - Kelli Martignoni.

3. ***Next Council Meeting Tuesday, November 19, 2019 at 7 p.m. at Ag Office***

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