

# MONTEREY COUNTY 4-H COUNCIL MEETING MINUTES

7:00PM, Ag Office

**Date:** January 21, 2020

**Location:** Monterey Co Ag office

**Call to Order:** 7:05P by Dena Sala-Jenkinson. Pledge of Allegiance led by Marti Ackerman (KCR). 4-H pledge led by Sierra Sala (Chualar)

Prior to call to order, Lorin thanked everyone for notice of attendance status and expressed the importance of 80% attendance. Without 80% attendance of Clubs, there is no quorum and Council cannot conduct business (minute approval, financials).

## **Additions and Corrections to the Agenda**

No additions or corrections to the agenda.

## **Executive Board Roll Call**

President - Dena Sala-Jenkinson (Chualar)

1st Vice President - Hana Ferguson (Buena Vista)

2<sup>nd</sup> Vice President - vacant

Secretary – Travis Tanaka (Buena Vista) (via phone)

Treasurer- Misty Hancock (Lockwood)

## **Club Representatives and Guests**

Aromas: Andrea McCann

Buena Vista: Amy Brown

Carmel Valley: Judit Sedillos

Chualar: Sierra Sala, Vanessa Lockard

Gonzales: Leticia Garcia

Greenfield: Elizabeth Hernandez

Hilltown: Kelli Martignoni

King City Blue Ribbon: Alicia Crespo, Andres Cervantes

King City Rural: Carla Mullanix-Ackerman, Marti Ackerman

Lockwood: Misty Hancock, Katie Colton

Mission: none

Natividad: none

Royal Oaks: JoAnn Etchinson, Sheryl Jones

San Benancio: Rose Evers, Kat Banks

Spring: Nicole Hostert

Guests: none

Staff: Lorin Hoffman-Lurz

## **Approval of Past Meetings Minutes** (Travis Tanaka)

No additions or corrections to the minutes. Motion made to accept the minutes made by Katie Colton (Lockwood) with a second by Rose Evers (San Benancio). No discussion. Motion passed.

## **Secretary Report** (Travis Tanaka)

In the Secretary's absence, Dena reported that Council received a Christmas card signed by Lockwood 4-H members.

### **Treasurers Report** (Misty Hancock)

Misty reported the financials for November and December. November income was high due to Club enrollment fees.

November

Open: \$62,552.73

Income: \$53,552.01

Expenses: \$230.41

Close: \$115,874.33

Scholarship: \$55,844.70

Pacific Valley CD: \$54,638.02

CD Total: \$110,482.72

Combined September Total: \$226,357.05

December

Open: \$115,874.33

Income: \$0.01

Expenses: \$0.0

Close: \$115,874.34

Scholarship: \$55,844.70

Pacific Valley CD: \$54,638.02

CD Total: \$110,482.72

Combined 226,357.06

Motion to acknowledge the Treasurer's report made by Judit Sedillos (Carmel Valley). Seconded by Nicole Hostert (Spring). No discussion. Motion passed.

### **President's Report** (Dena Sala-Jenkinson):

Budget- Dena opened by talking about what funds are available to address concerns regarding Council's checking balance and the call for fundraising. Current high balance in checking due to enrollment fees, but there is an estimated \$30,000 that has rolled over from previous budgets. Pac Valley Bank CD represents useable funds that is making very little interest. It is coming due soon; possible to the balance into a checking account or reinvest. The Exec Board discussed the possibly of rolling the funds from the CD into an accessible account to do Council business. Council should be looking at funds available and conservatively begin using them.

The Morgan Stanley (scholarship) account has a balance of \$55,000. Last year Council offered seven graduation scholarships due to a rollover of funds, only four \$1,000 scholarships are budgeted. Based on the number of possible applicants (8-9) for the 2019-20 year, looking at the number of future potential candidates, Council should offer more scholarships. Having more scholarship opportunities could encourage involvement, giving back by senior members, and to show appreciation for their hard work in 4-H. Dena stated that the Exec Board discussed the number of scholarships available and is suggested

to offer another two \$1000 scholarships. Council needs to give back to senior youth who contribute to 4-H

Kelli Martignoni (Hilltown) voiced her agreement in freeing up money and offering more scholarships.

Misty Hancock (Lockwood) added it is up to Council as to what is expected out of the 2020/21 Council budget. Misty added that everyone is strongly encouraged to participate in the upcoming budget sessions. The plan is lay groundwork to make Council funds work for us to reward County 4-H youth and get them involved. She urged everyone to bring info regarding committee budget and spending to the budget sessions. Budget sessions will occur before the March and April Council meeting with a vote in June.

Rose Evers. (San Benancio) asked where Council was regarding total fundraising. Dena replied that Fundraising Committee will provide details later for the upcoming sessions. Dena further stated that more detail will come regarding some ideas for new committees and expenses. She did stipulate we should have a plan before spending and then put it to good use.

Dena continued with her report by talking about the brainstorming meeting and the ideas that were posted around the room. Dena asked everyone to add their ideas, regardless of how big or small; all ideas are important for long-term strategic planning. Start small but must think 5,10 years out.

Giving Tuesday- Big success. Raised \$19,564. Many donations match due to the planning and effort by Fundraising Committee. Pancake breakfast funds were matched (\$7,300 after match), Youth Council raised \$1,893, Camp raised \$9,120, direct to Council donations totaled \$8,000. There was a year-end push through the state 4-H office. Using Constant Contact 684 households were reached on behalf of Monterey Co 4-H. Council will make a larger effort to get our message in front of more people, more often. With more engagement, people will look for our next fundraiser or “ask”.

Grants Submission- Dena reported that she and Lorin worked on a grant from the Pebble Beach Foundation to obtain camp funds. Dena said each grant and foundation is different. If successful, there will be \$12,000 going to assist the Camp program. Dena said the next grant effort will be with the Harden Foundation. There are grant opportunities with the Community Foundation of Monterey Co; funds could be used to cover a consultant they have through their program. Lorin added (for policy clarification) the 4-H program can apply for grants, but not clubs. Only a Youth Development Advisor or County Director may apply for a grant and administered by the 4-H Foundation. Pro bono grants (Community Foundation grant) can be applied for by Lorin or Council members, with approval of the County Director, because funds are allocated, not given, to Council. Small grants, such as JoAnn Fabrics, doesn't require special paperwork.

Consultant Search- There are two candidates that may help with creation of a strategic plan and leadership development. Dena has been talking to other 4-H boards across the state to document ideas on what works for these boards. With this info, the consultants will have a framework to begin work. 2<sup>nd</sup> phase is to develop a 3-year strategic plan, 3<sup>rd</sup> phase is fund development plan. Lorin added that we can't hire people in the traditional sense, however policy allows pro-bono work and there is a specific way to hire a consultant.

The two candidates are Steve Dennis and Michele Slade. Dena asked Council representatives for other nominations and will keep the nomination period open till January 22 to ensure everyone has a chance to submit a candidate and that all options are considered. Dena concluded that under New Business, Council will have the opportunity to vote on allocating up to \$10,000 toward hiring a consultant(s).

Board Leadership program- Under board leadership, there are ideas for new committees. Finance Committee who would review fund allocation. Marketing/outreach committee to get the message out to the community on what 4-H is. Awards/ Incentives committee to think deeper into new awards and to maintain consistency year to year. These would be extra committees for the benefit of the program.

2020/21 Club Committee selection- Exec Board is looking at the committees and doesn't anticipate significant changes but is looking at committee timelines of deliverables. Some may become 2-year obligations, such as Expansion and Review. Turnover of committee assignments forces loss of momentum. Dena asked for suggestions regarding Council event timeline and asked leaders to take in consideration their own Club event timelines.

Marketing "ask"- There will be an ask for funds for bumper sticker purchases. Need to look at Council budget and add the expense

Vision meeting- Please add your ideas or add a mark next to ideas you agree with (representatives were given time). Awards/Incentives, youth involvement, marketing/branding are examples of key focus areas. Will be seeking volunteers in and outside of 4-H community who may want to participate to help work on these focus areas.

We Love 4-H billboard- Soil Serve has offered the use of their billboard. Dena has an idea of using County 4-H youth holding a We Love 4-H banner as the graphic. Monterey Co 4-H contact info included. Suggestion was made that every 4-H family have a 4-H sign at their home. Dena suggested that clubs look at their budget and pay for yard signage as year-end gifts. For Council, the Marketing Committee would be charged with creating and ensuring a uniform look to Council marketing. Branding should be uniform with consistent message.

Board Development- Dena asked for suggestions or candidates to join the Exec Board. Would also like to form a nomination committee; many organizations have a long-term nomination list. Executive Council has potential of growing with new positions and duties.

#### **Fundraising Committee (FC) Report** (Carla Mullanix-Ackerman, Kelly Violini)

Monterey County 4-H Day of Giving- Each Club received a kit to use during their outreach day for Day of Giving. Each kit included a tablecloth, table runner, 10 pamphlets, pledge cards, County Club info, envelope). Carla stated that Club received the request to complete the survey for their Day of Giving outreach assignment. Carla read off the Clubs that completed the survey (Lockwood, Royal Oaks, Buena Vista, KCR, KCBR). FC has received \$2,400 in donations for the Day of Giving. Each Club to receive 3 dozen, individually packaged, logo cookies and five shirts. The survey will ask for preferred cookie delivery date and location (LA Hearne, Fantastic Field Day, or the County office) and what size shirts. Info due by January 27.

Question: If someone donates and completes a card, what do we do with the card? Answer: If at LA Hearne, pledge cards can go in LA Heane's window. If at another location, pledge cards will get posted at the County office. Carla suggested that regardless of location, take photos and video for social media. Lorin asked for photos from this outreach. Photos of our youth can help explain who Monterey Co 4-H is. Take lots of pictures. We need photos of our youth in the community. Send photos to Lorin ASAP.

Lorin said each kit has one welcome packet. If you think you need more, notify Lorin. All flyers and brochures count for outreach documentation. There are also folding tables available for loan at the office. Kit is for each Club to keep.

Dena mentioned this kit is an example of branding. Every club has the same outreach supplies and a common look. She then commended the Fundraising Committee for their forward thinking.

This is more than fundraising, it's outreach and education. The public are learning about 4-H and youth are learning how to interact with the public and explain what they are getting out of 4-H. We need to change perceptions and explain to the public what 4-H is about.

Color Me Green- Nicole Hostert (Spring) reported that CMG will occur March 14 at MCF. \$3,250 in donations have been donated in sponsorship of this event. Goal is \$7,000. Discover 4-H Day will occur immediately after CMG. Discover 4-H Day is for anyone who wants to see what 4-H has to offer. Members can give their Presentation, Spring 4-H will have a \$10 sausage BBQ (sausage sandwich, chips, drink, dessert); pre-orders available. Signups on Event Bright. Pre-register preferred, signups day of available.

### **Youth Council (YC) Report**

Fantastic Field Day- Marti Ackerman (KCR) reported that YC will have a session on communication and youth involvement. Marti encouraged leaders to get their membership to attend. Walk-up pizza lunch (\$7) available.

Presentation Night- YC will serve as Masters of Ceremony. March 6. Planning to begin after FFD is complete.

Club Visits- YC members are planning to visit Clubs to talk about YC and to get more youth involved. Request inquiries for visitation will be sent to each Club.

February Council meeting- YC will run the February Council meeting.

### **We Love 4-H- Community update**

Dena stated that the campaign is busy and productive. The campaign is requesting funds to reorder bumper stickers. Up to 4000 stickers (purchased by donations) have been given out. Campaign representatives went to the CA Farm Bureau meeting. Dirk Giannini, Angie Horwath, and Dena met with Glenda Humiston (1<sup>st</sup> Vice Provost). Vice Provost Humiston decides spending for UC system. Meeting topics include fundraising, what is allowed.

Using the Farm Bureau connection, a letter was sent to the Governor's office. Governor authorized additional 5% (3-4 million) to UCANR's budget. 20 million was asked to cover UCANR's entire need.

There is a letter in process to ask the Governor for more funds in support of 4-H.

Campaign to team up with Farm Bureau's Day at the Capitol (March 24). County 4-H programs will be asked to send uniformed 4-H members to the Capitol. This is to send the message to ask for financial support of 4-H. Local campaign will be looking for well spoken youth to meet with representatives to advocate for 4-H.

Campaign representatives to attend the World Ag Expo. Will pass out stickers

The billboard used by Soil Serve and Wilber Ellis has been offered to the We Love 4-H group.

## **Youth Reports/ Club Sharing**

No youth reports.

Additional club sharing: *Did your club do a mid-year officer review?*

Aromas: Don't know

Buena Vista: Having an all officer review.

Carmel Valley: possibly doing this Sunday

Chualar: Planning to have an all officer review.

Gonzales: Don't know.

Greenfield: Will do officer review

Hilltown: Officer Advisor to meet with the Exec Board and will review the Secretary and Treasurer's books

King City Blue Ribbon: Will do review at next office meeting

King City Rural: Did a two phase, 1<sup>st</sup>- questionnaire 2<sup>nd</sup>- will meet will all officers

Lockwood: Will do all officer and paperwork review

Royal Oaks: Will have an all office review

San Benancio: Completed an all officer review, did a Secretary and Treasurer's Book review

Spring: Secretary and Treasurer's book review

## **Staff Reports** (Lorin Hoffman-Lurz)

Presentation Night- Online registration only, use only the current manual and be ready to provide volunteers to assist the night of. Flyer available.

Sectional Presentation Day- to follow CMG at MCF. March 14. Flyer available.

Camp-Accepted Youth Counselors are beginning training. Adult volunteer applications are online. To be an adult camp volunteer- 1. Must enroll in 4-H.; 2. Apply to be a camp volunteer. Wrapping up the adult volunteer process, if you want to volunteer, get your application in now. Camper application form is complete. Make sure camp dates are correct on Club calendar

JoAnn Fabrics- Usually has a promotion in March. Person who previously handled the promotion has left 4-H, there is the assumption that it will happen again. Details to be released once County receives them.

Enrollment- There are still those that haven't finished. Returning member enrollment deadline should be before County. Paperwork and payment must be ready by September. Will have VEC training at beginning of new year. February 8 is deadline. Volunteers still pending after the 8<sup>th</sup> will get dropped; dropped volunteers will lose their profile, fingerprints, and record of videos watched. Lorin passed around the list of stragglers by Club. Program is billed for each volunteer, confirm status of stragglers and take them off if necessary.

Question: I have people on my Club list that enrolled online but are not in the club. Response: CC Lorin on correspondence when emailing County staff so she can assist.

The VEC should be running reports monthly to avoid surprises. VEC must have access to the online system by July 1.

If there are project leaders that are not enrolled, they cannot be a project leader. If not enrolled, every hour taught is void. Hours and meetings would start over after the enroll date.

If you need the enrollment links, ask Lorin and she will send. Jessica will assist as much as possible.

Cloverbud training- Ratio of 1 adult :6 youth. If your Club has a Cloverbud project and an enrolled volunteer, then you received notification.

Inventory- When fundraising under 4-H, we can purchase inventory. We are also responsible for that inventory. Inventory ultimately belongs to the UC Regents. Important to update counts of all supplies. If item is disposed, then indicate on inventory sheet "disposed". Mark Club items with Club name. Have photos.

Outreach- Good job on outreach efforts. Outreach is about meeting new people.

Specialized Training- February training opportunity for newer or incoming Club Leaders. This training will cover what is upcoming in the year. Will get shown what's due and the timeline.

County Newsnotes- Must be on County email blast list to receive. Please encourage families to subscribe.

**Fair Updates**- SVF fee forms due January 30.

Farm Day- King City farm day is January 30. Still need guides. Monterey Farm Day (March 5) still needs guides and 4-H members to lead youth. This is a good outreach opportunity. Youth will have to miss school to attend. Youth participation is not required, but desired.

**Committee Reports** (1st Vice President - Hana Ferguson)

April committee selection is pick one, keep one. Hana requested ideas for the committee selection process. Clubs that have mastered a committee, there should be a way for them to keep that committee. Exec Board wants to have the 2020-21 calendar complete by July 2020. Hana asked for binders from completed events.

Color Me Green walk and run-(Spring)- Update given during Fundraising Committee report.

Expansion & Review – (Spring) PowerPoint presentation submitted to Maria for review/ approval. Volunteers needed to represent 4-H at Farm Day and for Discover 4-H Day

Record Book Workshop- (Lockwood) Event will occur February 15 (9:30-11:30), Parent and volunteers encouraged to attend. Participants will answer questions at set stations. Lockwood is looking for members to assist with questions and to give guidance. Lockwood requests one adult and one member from each Club to assist the committee. Involved members and adults are most likely the ones to help others in their own clubs. There will be stations for ORB, tips/ tricks. Goal is to have older youth mentor younger members. Will have food and door prize give away. Must be present to win to encourage staying for whole event. Lorin recognized Lockwood for taking this Committee since they are not a RB club. Hana added that this is a great event for newer members/ families to learn about record books.

Bowl A Rama (King City Blue Ribbon)- Jan 25, Valley Center Bowl, 1-3:00. 31 RSVP's. Suggestion to hold event at beginning of the 4-H year. January is getting busier every year.

Parliamentary Procedure (Hilltown)- Working on a handout on Parli- basics and making a video for upload to the County webpage.

**Fashion Revue** (Hilltown) Three categories require a textile or sewing project to enter. Two categories do not have a project requirement- consumer science and Cosplay. Flier has additional details. Looking for judging suggestions. Judges can be older teens that have been involved in FR. Fashion show is scheduled for 3:00P. Will have a community service opportunity and a makeup/ skin care instruction.

Interview Contest- (Buena Vista) No update since last meeting. Based on previous discussions with Committee advisor, that the contest will be the same date (March 28) and be a medal event.

Service-Learning activity (Carmel Valley) Will have a presentation on Service Learning at Presentation Day. This will be a learning situation for the Club since none of the members have done a Service-Learning Project.

Animal Field Day (Chualar) Animal field day was January 18/19. Had a good turnout.

County Presentation Night (Gonzales) March 6, La Gloria school, 5:30 check-in. Putting more consideration into a meal, possibly enchilada plates. No internet available. Must have own computer if doing a PowerPoint.

Judging & Tabulations (Lockwood)- Need room runners, room monitors, and judges. If a Club is sending Presenters, must provide volunteers. Training provided. Adult and youth judging positions available.

Fantastic Field Day (King City Blue Ribbon) Scheduled for Feb 1, SVF. Correction to the flyer- community service activity hosted by KCR, not KCBR. Suggestion for future FFD, community service activity be a rotation

Judging Contest (Aromas)- 10 classes with 1<sup>st</sup> to 4<sup>th</sup> place. Finalizing specifics this week

Baking contest (Royal Oaks) Details on flyer

Vegetable Judging (Mission)- No report.

Livestock Judging (Chualar) Finalizing details.

Poster Contest KCBR) Have four volunteers. Going to get scoresheets from County. Lorin added that posters created for this contest can be entered into SVF. This is a medal contest, while SVF is a ribbon contest. Poster contest does not require the member to be present.

## **State Management Board**

Lorin stated that the SMB oversees Youth Summit.

## **Unfinished Business**

None

## **New Business**

### Secure consultant services-

Rose Evers (San Benancio) moved that Council retain consultant services not to exceed \$10,000. Seconded by Marti Ackerman (KCR). No discussion. Motion passed.

### Allocate funds for bumper sticker purchase-

Kelli Martignoni moved that Council spend \$600 on bumper stickers for the We Love 4-H Campaign. Seconded by Vanessa Lockard (Chualar). Discussion- how many stickers will we get? Response- estimated over 2,000. These stickers will have info on the back. What is turn around time? Response- about a week. Motion passed.

### Pacific Valley Bank CD

Kelli Martignoni (Hilltown) move to pull the money from the Pacific Valley Bank CD upon maturity and put it into an accessible account for future use. Seconded by Nicole Hostert (Spring). Discussion- Large amount of funds need to be earmarked or spent and can have tax penalties. UC is looking at all our accounts and it should be earmarked as part of a strategic plan. Motion passed.

### Senior Graduation Scholarships

Nicole Hostert (Spring) moved to add two \$1,000 scholarships. Seconded by Judit Sedillos (Carmel Valley). Discussion- How many scholarships were awarded last year? Response- Normally it's four but was bumped up to seven due to the number of applicants and availability of funds from the previous year. Is there rubric? Response- Yes, this is a competitive scholarship. Applicants must be active at the County level (committee chair, camp counselor, Allstar, youth council) Motion passed.

Adjourn 9:13P

Sierra Sala (Chualar) move to adjourn. Seconded by Kelli Martignoni (Hilltown). No discussion. Motion passed.

## **1. ADJOURN: *Next Council Meeting Tuesday, February 18, 2020 at 7 p.m. at Ag Office***

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