

# MONTEREY COUNTY 4-H COUNCIL MEETING AGENDA

February 18, 7:00PM, Ag Office

*NOTE- this meeting was run by the Youth Council members with oversight from the Leader's Council.*

**Call Meeting to Order** at 7:05P by Youth Council President Sierra Sala

**Pledge of Allegiance-** Pledge lead by Mackenzie Keslin (Youth Council)

**4-H Pledge-** 4-H Pledge lead by Wyatt Hedberg (Youth Council)

**Additions or Corrections to the Agenda** (Ian Cremers-Youth Council)

Under wrap up reports, Fantastic Field Day- Add KCR wrap up report on service-learning activity

## **Introductions –Council Executive 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)

## **Youth Council:**

President- Sierra Sala

1<sup>st</sup> Vice President- Ian Cremers

Secretary- Henry Cremers

Treasurer- Maddie Mullins (absent)

Public Relations- Wesley Hill

Marti Ackerman

Wyatt Hedberg

Macy Kaupp

Mackenzie Keslin

Megan Weferling

## **Club Representatives and Guests**

Aromas: Steve Wiley

Buena Vista: Amy Brown

Carmel Valley: Kristen McIntyre

Chualar: Dirk Giannini, Joy Hedberg

Gonzales: Leticia Garcia

Greenfield: Luz Maria Argueta

Hilltown: Caroline Carroll

King City Blue Ribbon: Alicia Crespo, Diane Taylor

King City Rural: Carla Mullanix-Ackerman, Tessa Rava

Lockwood: Misty Hancock

Mission: Christina Kaupp

Natividad: Janet Wohlgemuth

Royal Oaks: JoAnn Etchinson, Sheryl Jones

San Benancio: None

Spring: Nicole Hostert, Kelly Violini

Guests: none  
Staff: Lorin Hoffman-Lurz

### **Approval of Previous Meeting's Minutes**

Ian Cremers moved to approve the January minutes. Wyatt Hedberg seconded. No discussion. Motion passed.

### **Secretary Report- Correspondence** (Henry Cremers, Youth Council)

No correspondence was sent or received.

### **Treasurer's Report:** (Megan Weferling, Youth Council)

Megan Weferling gave the Treasurer's report for January

January

Open: \$115,874.34

Income: \$5,650.01

Expenses: \$46,122.36

Close: \$75,401.99

Scholarship: \$55,844.70

Pacific Valley CD: \$54,672.46

CD Total: \$110,517.16

Combined January Total: \$185,919.15

Henry Cremers moved to acknowledge the Treasurer's report. Seconded by Mackenzie Keslin.

### **President's Report** (Dena Jenkinson)

Leadership/award packet- YC members passed out informative packets at Fantastic Field Day. Packet contains info on County level leadership positions, events, and awards/ recognition. Also contains info for regional and national 4-H events. Contains descriptions about the new Council sponsored awards. Packets will get emailed to Clubs and will be available on the County web page.

Youth Leadership Boot Camp (July)- Possible youth leadership bootcamp to occur during summer. YC to help with presentations. Camp to be run primarily run by adult leaders, preferably outside leaders that specialize in specific leadership aspects. Possible to send Club officers for training

Fun with a Purpose- state workshop- Training provided at the state 4-H offices in Davis for youth or adults. Purpose is that attendees return to their and train those in our program. See state 4-H website for details.

Fantastic Field Day- review- Dena said FFD was fun with lots of education, however some scoring is not age appropriate. Dena cited the livestock judging activity as an example. Videos were of national livestock competitions which would be difficult unless the youth participated in that event. Other medal contests should consider having age appropriate scoring. Set youth up for success, encourage them to study.

Executive Board Meeting 2nd quarter meeting- Occur in March. Board with review additional committee/ leadership opportunities for anyone- Finance Committee, Marketing Committee. Committee list pending

Awards & Incentive Overview Committee (Dena/Misty)- Some awards discussed and ordered. Looking for additional members. Committee to evaluate current awards, add additional awards in the future.

Council Committee 2020-2021 obligations- draft list to go out soon. Dena is requesting everyone's input to descriptions, timeline suggestions, budget amount. Each club may have input during the review period.

Council Exec Board- incoming Board members needed by June 2020. Vacancies open in June include 1st Vice President, 2nd Vice president and Secretary.

Nomination committee- If you would like to help, know of anyone to nominate or would like to join the team please let Dena know.

Fair Participation Agreement idea- Exec Board is looking at other counties that have a fair participation agreement contract for ideas. This would encourage those that show to participate in their club work and Council events, based on criteria. Goal is to make participation a habit. Dena asked for suggestions and techniques to encourage participation.

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

Monterey County 4-H Big Day of Giving (February 12, 2020)- Kelly instructed Clubs to keep the outreach materials tablecloth and runner given to them for the Big Day of Giving. Extra Day of Giving cards were collected and saved. Carla ran through the giving numbers and acknowledged those that gave through the letter writing campaign. Total donations from letter writing were \$5400. Carla then named the Clubs and donations taken in (\$1320). \$680 was donated online. Total donations for Big Day of Giving was \$7,400. Kelly noted funds may still be coming in; three checks were received today.

There was an open discussion regarding the pros, cons, and other comments regarding this fundraiser. Captured comments to get distributed in future email

Pros: LA Hearne location was great to work with, wasn't a lot of work, social media promotion, good return for little time spent, uniformity with pink shirts

Cons: Not enough clubs involved, no donate button, wasn't county centered, youth not prepped to answer questions, poor timing result in low traffic, not knowing the talking points

Comments: Need a checklist of what to have for the outreach table, Need to have a social media build up before the event; uniform branding important- wear 4-H uniform; changing the Club membership (adult and youth) mindset to fundraise for Council, need only a few youth to work booth, should have prepped talking points- know where the funds are going,

Update of Color Run Sponsorships- Kelly V. reported that sponsorship donation income is \$2,500 with a budget goal of \$5,800. Clubs can sponsor CMG and encourage families to register. Full update to occur during committee reports. Lorin mentioned that another county inquired if they could make money on just runners. She explained it's about the sponsorships that bring in the bulk of the funds.

Fundraiser totals-updates- Kelly V. reported that Dipp'n Dots made \$4319 (+1319), pancake breakfast made \$6707 (+4406). Council is up \$3,326 for the year.

### **Youth Council Report**

#### Fantastic Field Day-

*Leadership Session* (Westly Hill)- Westly reported that YC members led a team building activity which stressed communication and teamwork. After each session, there was a discussion about communication and teamwork as related to 4-H.

*Emcee Experience* (Marti Ackerman)- Marti reported that their emcee experience went well, including overcoming a microphone issue. Awards part seemed rushed; suggestion to make that part longer. Marti noted that YC members presence and how they presented themselves encouraged members to join YC next year.

*Lunch Fundraiser* (Mackenzie Keslin)- Mackenzie reported that YC hosted the walk-up pizza lunch with proceeds going to YC. Cost was \$7 and included pizza, fruit, cookie and a drink. 53 lunches were sold for a profit of \$262.

Presentation Night- (Wyatt Hedberg) Wyatt stated that YC will act as emcees for Presentation Night (March 6, 5-8:30)

Club Visits- (Macy Kaupp). Macy reported she and Sierra attended Mission 4-H's monthly meeting. Macy and Sierra spoke about upcoming events, lead and icebreaker and assisted with setting up the games for the meeting. Macy also stated she looked forward to visiting other Clubs.

### **We Love 4-H Committee** (Dirk Giannini)

World Ag Expo in Tulare- Occurred the week of the 10<sup>th</sup> in Tulare. Sent stickers, bulletin boards and got space in the CA Farm Bureau booth. This was about spreading the message about 4-H budget cuts and to distribute flyers about the Day at the Capitol event.

4-H Day at the Capitol, March 24th, 2020 (Farm Bureau Partnership)- Day at the Capitol- Farm Bureau is excited to have 4-H youth attend. This will serve as an educational day hosted by the Farm Bureau. Youth will attend meetings with Farm Bureau leadership and legislators. Capitol tour included. Primary mission is to talk about \$20 million request for 4-H program and UC Ag advisors. Having youth present in 4-H uniforms will bring attention and advocate for both programs. San Benito Co is providing a bus to the event. Talking points to be provided. Youth with good speaking skills encouraged to attend. Sign-up Genius for those who want to go.

Other efforts- Stanislaus Co is sending 4-H youth for an Ag Day. There is discussion about having a UCANR Day. Dirk suggests focusing on March 24.

Lorin said can provide a letter stating what and why the requesting youth is absent from school. It may not be accepted by the school, but it is possible.

Question: What time will Day at the Capitol start? Response: First meeting is at 9:00am.

Dena added this trip provides experience like one of the national trips. There is lots to experience, even if a youth doesn't want to speak.

### **Youth Reports/ Club Sharing**

Club Youth representative report – No reports

How do you get your members to participate in Club and Council events?

Aromas: Older members to act as example

Buena Vista: stress the benefits of participation to the parents to encourage their youth, Beginning 4-H meeting requirement,

Carmel Valley: personalized email to members, not just parents

Chualar: flyers up on Shutterfly, may institute livestock contract

Gonzales: appeal to social aspect

Greenfield: attendees share their experience

Hilltown: Leader and older members talk about event, club/ individual follow-up

King City Blue Ribbon: event publicized on Shutterfly, follow-up with an email

King City Rural: Animal contract stipulate participation, certificates for participants, set high participation goals

Lockwood: livestock contract to encourage fundraising, SWAG, raffles

Mission: animal contracts, having youth interaction, having YC attend a Club meeting sparked interest

Natividad: Have experienced members talk about their experience to encourage others to attend the next event, try to send multiple youth to events

Royal Oaks: Club level obligations in bylaws to participate

Spring: Obligations known at beginning of year, use Shutterfly to promote

## **STAFF REPORTS** Lorin Hofmann-Lurz

Enrollment- February 8 was final deadline in Monterey county for returning adult volunteers. There were many "stragglers" this year creating an impact on CL's and the office. Reminder- have Club enrollment deadline before County deadline. Will only approve those that have paid.

Online Registration- Used for many events. Clubs get spreadsheets for Leader validation and to know if the Club must send volunteers (Presentation Night). Feb 19 is deadline for Presentation Night. Leaders to verify that presentation categories are correct.

Sectional Presentation Day- March 14 at MCF. Registration does not go through the County office. Follow all instructions found on registration. Other Sectional is March 21 at Antioch. Youth can attend any sectional.

Attendance- Lorin reminded everyone to check their Club meeting and project attendance. Should have 80% or better attendance by April 1 for SVF. Livestock project meetings should be or near complete. Have make-up meetings figured out prior to April 1. Try to have 1 or 2 make-ups built into club livestock contracts. Question: Does 80% requirement apply to camp counselors? Response: Club attendance is not in Camp's contract. If a Club pays for Counselor, then the Club could have it their scholarship rules about attendance.

FFD Judging Certificates- Please try to make it a big deal when passing out certificates to the members who attended. They are in your club packet. Certificates can go in the youth's record book.

Community Club Leader- If your Leader is leaving, please notify County. Forward name of incoming Leaders to help with the training and appointment process. Opportunity for new(er) Leaders to get help and instruction with spring & summer deadlines. Contact Lorin to make an appointment.

County Newsletter- First newsletter sent out through 4Honline. Lorin asked for suggestions and feedback on the first newsletter. Lorin also asked for Club submissions

Budget- Now is the time to start thinking about possible new fundraisers at club level or project level.

Scholarships- Forms need to have appropriate due date reflecting this program year. Applications are to be open and available to all. Reimbursements given and checks deposited by June 30 to close club treasury books. Have graduation scholarship applications ready and funds set aside.

APR- Due to Club Leaders by June 30. Each Leader to submit verification to County that APR's were submitted. Will be uniform process this year. APR's are part of the Steps to Success. If no APR, then cannot enroll in that project, cannot receive a year pin or stripe. APR submission must be consistent for all Clubs.

**Fair Updates: (Wesley Hill)- Online** entry for SVF open, poultry show cancelled. SVF will have a poultry skills builder. Kelly V added that MCF will not have poultry show.

Janet added clarification on the poultry show cancellation. There was another case of Newcastle's disease and it takes 120 days with no new cases to have a show.

**Committee Reports:** 1st Vice President(s) - Hana Ferguson and Ian Cremers

Hana thanked everyone for their efforts and gave a reminder about turning in their binders. Hana also mentioned the Exec Boards effort to get a calendar ready for next year's committees. Information such as event timeline is important. Hana restated her availability for questions and comments.

Animal Field Day (Chualar) Wyatt Hedberg reported that 300 attended Saturday and 250 attended Sunday. Saturday was swine. Sunday was swine, goats, poultry, and rabbits. Both days were held at a LA Hearne feed store location.

Color Me Green walk and run-(Spring). CMG will occur March 14 at MCF. Clubs received registration copies in their packets. Online registration available through Event Bright. If sign up through Event Bright through Sunday (February 23) using the promo code "Clover" and get \$5 off registration.

Expansion & Review – (Spring)

*Discover 4-H Day* (includes BCA Presentation Day). Kelly mentioned that a members appearance after participating in CMG will not negatively affect their score at BCA Presentation Day, as approved by the State Management Board. Free community event to include a plant science competition, 4-h swag store, Spring to host sausage BBQ, bounce house, service learning, vendors, arts and crafts in the King City room, and a rabbit clinic. Clubs encouraged to attend to promote their Club as a form of outreach. Clubs to provide judges as appropriate.

*Farm Day*. Discover 4-H Day flyer to get distributed to every student at Farm Day. Spring will have a booth. Kelly mentioned that volunteers are appreciated.

*Outreach documentation*. Spring to help Clubs complete their outreach documentation form. April 21, 6:00P, Clubs and officers can come to work on their outreach form and to get ideas. Dinner provided.

**Record Book Workshop-** (Lockwood) The workshop was February 15 at the Ag conference center. There were 51 attendees. Feedback was positive. Misty acknowledged the contribution of the volunteers that made the event work. A complete report to be given at the March meeting. Learning materials were developed by Lockwood volunteers.

**Bowl A Rama** – (KCBR). Held January 25 at Valley Center Bowl. 24 attendees from various clubs. The committee recommended doing this event toward beginning of the program year. Total expenses were \$283.55. Of this \$72 was paid to the bowling alley.

**Fashion Revue-** (Hilltown) Flyer in club packets. Fashion Revue to occur March 28, doors open at 1, fashion show at 3.

**Interview Contest-** (Buena Vista), No flyer yet. Projected date is March 28 and location is the county office. Committee has not had a meeting to develop remaining details.

**Service-Learning activity** (Carmel Valley), Report for another Club activity was read.

**County Presentation Night** (Gonzales)- Registration ends February 19. Committee asked for advice as to additional activities (games) to have in the main area. Ian suggested that having games would distract people from watching the presenters. Dinner will be a spaghetti dinner, salad, rolls.

Judging & Tabulations (Lockwood). Over 30 members signed up to present. For every 4 presentations, need 1 adult and 1 junior judge. Runners and room monitors are needed and provided good experience for younger members. Share the Fun skits count as one presentation. Volunteers are to sign-up online.

**Fantastic Field Day-** (KCBR) FFD was February 1. There were 126 attendees. The committee spent \$492.29. The committee suggested doing extended session toward end to give more time to tabulations. YC did a good job entertaining everyone. There was a suggestion to have FFD in March.

*Judging Contest and Tabulations (Aromas)-* There was a bottleneck for Tabulations to catch up so awards can be given out. Possible better way to tabulate results to get them out faster.

*Baking contest (Royal Oaks)* Participation was down; only nine participants. Last year had 19 participants. Mostly young members. Question as to if the flyer was getting to the membership; some baked the wrong type of dessert. Comment: Since this wasn't a medal contest, possible reason for poor showing.

*Vegetable Judging (Mission)-* Had table with 5 plants, 5 bugs, 5 vegetables, 5 seeds, and 5 weeds. Only a quarter of participants wanted to get judged. Suggestions for next year include name change to field or vegetable identification, have multiple choice for younger kids, and different color paper for judged sheets.

*Livestock Judging (Chualar)-* There were 60 participants. Classes were heifer, market hogs, market lambs, and market goats. Each class was five minutes. There was only one medal for the entire competition. Suggestion for next time is age appropriate competition

*Poster Contest – (KCBR)-* Five volunteers judged. Suggested considering an alternate method of displaying posters.

*Service Learning (KCR)-* Materials donated by the Orradre's. The highlight was delivering the cards and flowers to Mee Memorial Hospital patients and interacting with them.

#### **State Management Board (Lorin Hoffman-Lurz)**

Youth summits are complete. Wrap-up reports pending

#### **Unfinished Business:**

None submitted

#### **New Business:**

None

**Adjourn** at 8:56P. Motion to adjourn made by Misty Hancock (Lockwood). Seconded by Christina Kaupp (Mission). No discussion. Motion passed.

#### **Next Council Meeting Tuesday, March 17, 2020 at 7 p.m. at south County**

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