

MONTEREY COUNTY 4-H COUNCIL MEETING MINUTES

November 17, 2020 6:00PM, via Zoom

- 1. CALL MEETING TO ORDER @ 7:04 PM by Dena Sala**
- 2. PLEDGE OF ALLEGIANCE- Avery Ferrari (King City Rural)**
- 3. 4-H PLEDGE- Brayden McIntyre (Carmel Valley)**
- 4. Additions or Corrections to the Agenda- None**
- 5. Secretary Officer nominations** Angie Horwath (Natividad) Nomination of Janet Wohlgemuth (Natividad), Seconded by Misty Hancock (Lockwood)- No discussion. Approved unanimously.
- 6. INTRODUCTIONS –ROLL CALL**

President - Dena Sala (Natividad)
1st Vice President - Carla Ackerman (King City Rural)
2nd Vice President - Marti Ackerman (King City Rural)
Secretary – Janet Wohlgemuth (Natividad)
Treasurer- Misty Hancock (Lockwood)

Club Representatives and guests

Aromas: Christine Newberg David Newberg

Buena Vista: Amy Brown, Kerry DeCarli, Elisabeth Gage

Carmel Valley: Kristen McIntyre, Brayden McIntyre, Lindsey Whisler, Chrissy Hayes

Chualar: Dirk Giannini

Gonzales:

Greenfield: Luzmaria Arguenta,

Hilltown: Will and Cordelia Lee

King City Blue Ribbon: Alicia Crespo,

King City Rural: Carla Mullanix-Ackerman, Marti Ackerman, Hayden Munoz, Michelle Ferrari, Avery & Reese Ferrari

Lockwood: Misty and Morgan Hancock

Mission: Christina & Macy Kaupp,

Natividad: Angie Horwath, Mari Horwath

Royal Oaks: Sheryl Jones and Jo Ann

San Benancio: Patty, Alexis and Hailey Busch

Spring: Kelly Violini, Nicole Hostert

Other Guests:

7. APPROVAL Of MEETING MINUTES Dena Sala

Minutes were emailed with notification, August and October sent out via email blast. Dena Sala sent out a follow up email including September minutes. No corrections or changes to the minutes. Kristen McIntyre (Carmel valley made a motion to accept August, September and October meeting minutes as submitted. Seconded by Alicia Crespo (KBR). No discussion. Minutes approved unanimously.

8. **SECRETARY REPORT-** reading of correspondence Lorin said she received a thank you card from Marti Ackerman for her 2019-2020 Council senior scholarship.

9. **TREASURE REPORT: Submitted by Misty Hancock,** Misty's call was dropped, report by Dena Sala

- a. Monthly financial report Ending October 31, 2020
 - General Fund \$138,720.97
 - Youth Council \$2,726.91
 - Provisional Staff Funding \$10,801.14
 - Morgan Stanley (Scholarship) \$55,773.00

Dena reported that officers are sharing financials via google to keep each other up to date.

Kelly Violini asked about the amount Maria-County Director wants to help cover 4-H program staff funding.

Misty returned to call, having phone issues, to make a correction to previous September report that check #2101 was listed as \$80, the correct amount is \$160. So the October report's beginning balance is correct. With that modification number report and if anybody needs a copy, please let Misty know.

10. **PRESIDENTS REPORT:**

a. Website update- Dena and Lorin have reached out to a former Program Rep to get a quote to update the county website. Plans are to give the website a look that is more up to date, make it easier to find out how to join, and highlight our leadership programs and activities that youth are involved with by showing pictures as well . Hope to appeal not only those who want to join but potential volunteers and donors. UC does not allow the council to pay directly to hire a person. Funding and a way to hire needs to be reviewed.

b. Fundraising 2020 comparison - to date we are \$3,039.67 behind in income. Plus we usually get matching funds of \$3,800 total of \$6,839

c. As a group we will need to support the upcoming fundraising activities that will be talked about by the fundraising committee.

	Budget	Actual	short income
Dippin Dots			
Income	\$ 11,000.00	\$ 1,646.00	

	Expenses	\$ 9,000.00	\$ 797.67	
	Profit	\$ 2,000.00	\$ 848.33	
				\$ (1,151.67)
	Produce Sell-MCF			\$ 412.00
Exhibitor Breakfast				
	Income	\$ 3,800.00	\$ -	
	Expenses	\$ 1,500.00	\$ -	
	Profit	\$ 2,300.00	\$ -	
				\$ (2,300.00)
<u>As of 11.13.2020 fundraising short</u>				
				\$ (3,039.67)
Giving Tuesday				
		\$ 500.00		
Color Me Green				
	Income	\$ 7,500.00	\$ -	
	Expenses	\$ 1,700.00	\$ -	
	Profit	\$ 5,800.00	\$ -	
Big Day of Giving				
	Income	\$ 11,000.00	\$ -	
	Expenses	\$ 1,000.00	\$ -	
	Profit	\$ 10,000.00	\$ -	
	<u>Projected Income</u>			\$ 16,300.00

d. Incentives & Recognition Advisory Committee & 2020-2021 efforts:

- An email was sent out to the county CL requesting anyone who is interested in helping to contact Dena. Please let her know. Committee is made up of volunteers, youth members and council executive board members. This is an ongoing committee we will try to meet ***quarterly***. Committee reviews, formulates and evaluates 4-H awards and opportunities. This committee ensures new recognition and competitive programs. **WE** review the criteria for Record Book contests, council scholarships awards, youth leadership applications, the Emerald Star, new club or council awards (Club Book judging event) and thank you opportunities. Responsibilities also include oversight of the Achievement Night of pins and awards. And the Senior Graduation Committee
- Works with the Club Book Judging Committee, County Record Book Star Rank verification committee and County Record Book Committee.

- e. 4-H youth and adult Membership Numbers to date-
 - As of the last report from the county we are down in our membership the county may be short \$15,000 for 2020-2021. These are projections because there are lots of variables. But we want to keep you up to speed.

2020 adults	163	youth	423
2019 adults	253	youth	646
- f. Council and Club Minutes- we are trying a new way to help out our county secretary taking on a team approach. We are sharing our council agenda via google docs switching it into a minutes document. Asking all officers and staff to add their reports to the minutes to help speed up the process. And have everyone take a look at it. Hoping to have a turn around of a week from council. Also Zoom converts the meeting into a transcript, this will also help speed up the process. We would like each club to try this as well at the club level.
- g. Council is looking for any type of COVID recovery funds from the community for our program. Does anyone know of any opportunities for funding? It can be donors, organizations or grants /scholarships.
- h. Thankful/Grateful: Dena said This year has been challenging but we have so much to be grateful for. She thanked each person for all that they do to help her, the officer team, their club and the youth of Monterey County. Please remember to thank your leaders and parents.

11. FUNDRAISING COMMITTEE REPORT: Carla/Kelly

- a. *Giving Tuesday* campaign update- Kelly shared that any clubs that are going to donate should think about doing it on December 1st at midnight to get in on the double down incentives. An example with Spring they will be donating \$500, Kelly will double down at midnight for match money then the club will reimburse her. She also shared that if you do it with your new magical 4-H card will be earning even more for the county.
- b. *Color Me Green* walk and run Club Sponsorships options- Kelly shared that clubs that have extra cash to spend please think about sponsoring runners, or getting Platinum, Gold, or different levels of sponsorship and be recognized for your outreach efforts
 - Sponsorship Forms
- c. *Big Day of Giving* campaign Club Sponsorships options and planning- Carla shared that Big Day of Giving is something that all 15 clubs should be preparing for. She gave the information on how it was completed last year and shared how Fundraising has already had a class on talking points for our 4-hers and adults. We will be hosting another zoom event closer to the time for those that missed or need a little

more help. This event may take place at different locations up and down the valley with a big push with a synchronized bbq on Feb 6, 2021 in both South County and Salinas Area. (Pending COVID restrictions) The event in King City will be at Hearne's and the Salinas Area will be at a location on Highway 68. In looking at adding a BBQ, 4-H would be assisted by another agency and all Covid guidelines will be strictly adhered to. Clubs need to make sure that they are supporting ansactively volunteering for successful fundraisers.

d. *4-H Debit Card Update.* Get your card of the holiday season spending <https://groundswellcard.com/ca-4-h-interest-page/>

e. End of the Year giving campaign ideas- Carla shared that we will be capturing all that we have done this year and we will be doing an end of the year campaign. We have gleaned a letterhead from another county and have come up with a great way to acknowledge all of our supporters while reaching out to get new friends and supporters of 4-H. This letter should be going out and monies will be sent into the 4-H offices.

Dirk Gianini asked for clarification from the fundraising & Council if fundraiser type money will be going towards the program staff position, salary and benefits. He wanted to know how and if the council was going to advertise that a little bit of the money was going towards salary, or could that be a double edged sword. He advises to be careful of our wording. Donors will not be happy with their money paying salary. Dirk said that the County Director- Maria De La Fuente is asking Dena (Council) for \$7,000 without backup. Dena is trying to ask questions, get more information, what payroll periods, etc. Dirk advises that council fundraising needs to be transparent with our donors.

The Fundraising Committee in turn spoke of the original thoughts in the creation of the two separate fundraising teams. Kelly and Carla stated that the original plan was that their team was fundraising geared towards the 4-Hers themselves for clarity. It has always been in their minds that if we are raising funds for a position that clearly needs to be stated in a separate fundraiser, that way there is never a lack of transparency.

Dena Sala-When Dena met with Mark Largmini Vice Provost of Research & Extension and Maria de la Fuente the county director, they both said it is ultimately the county director is supposed to be making sure that that staff funding is being taken care of.

Depending on our shortfalls in fundraising, the council has to figure out how to cover it's own budget. The membership enrollment numbers will impact the income and what the provisional fee amount we will have to help off set staff funding. Dena, Dirk and Angie plan on talking to Maria, the county director, to see if she can look into grants, because she is a grant writer. Also, see if Maria is going to look for additional funding to cover the staff salary shortfall.

And we need to find out how Maria is going to work with us and what she's going to do on her end to help support the 4-H program. When we are helping to fund somebody that is doing programming. It's the program part of it. It is going to benefit everybody.

As volunteers we cannot be expected to come up with all of the solutions for the 4-H state funding shortfall. dena said with most of California moving in purple tier there

might be a possibility that that people may not be able to donate as much as in the past. We need to prepare that our 2021 fundraisers may fall short as well. Council wants to make sure there is transparency and we keep everyone up to date with what we know.

YOUth Council 2020-2021

a. Club visits

- Dena mentioned Wyatt-attended Natividad Zoom meeting
- Sierra Sala Youth Council President- attended the Carmel Valley Zoom meeting she shared Youth Council and how old a member would be to join the YC. CV members asked about if they could shadow the Youth Council team at the county events. or if they could come to a meeting and see what we do at our meeting

Youth Council Liaison assigned members to clubs:

Aromas- James Hinkle
Buena Vista- Nate Wasson
Carmel Valley- Sierra Sala
Chualar- MacKenzie Keslin
Gonzales- Macy Kaupp
Greenfield- Ian Cremers
Hilltown - Macy Kaupp
King City Blue Ribbon- Megan Weferling
King City Rural- Wesley Hill
Lockwood- Elizabeth Gage
Mission- Henry Cremers
Natividad- Wyatt Hedberg
Royal Oaks- Sierra Sala
San Benancio-
Spring- Carley Vorwerck

YOUTH REPORTS/ CLUB SHARING:

a. Club Youth representative report

- Mari Horwath -Natividad shared about their Holiday Wreath sale fundraiser
- Avery and Reese Ferrari (King City Rural) shared about the Service Project that King City Rural has completed that was in conjunction with King City in Bloom. They created a beautiful section at a local park and had a plaque to commemorate the work that has been accomplished between youth and adults in the community.
- Alexis Busch from San Benancio shared that their club is doing a community service during the holidays. It's on December 6, and it's a drive by, Members can drop off canned food or socks or unwrapped toys, the socks will go to Monterey County Food Bank.

And the socks will go to the Salvation Army and then unwrapped gifts will go to foster kids in Monterey County.

b. Additional club sharing - topic was How will your club provide community service during the holiday season? A number of clubs had ideas that were adopted due to covid.

1. **STAFF REPORTS:** Lorin Hofmann-Lurz

Lorin gave a message of thanks for each club who turned in their year end paperwork on time, even with COVID restrictions. She is aware other aspects are moving slower and slightly behind the normal schedule.

The annual Shooting sports leaders meeting was held November 15th. All leaders signed required safety forms and discussed COVID safety measures if holding in-person meetings.

All BOY club forms are signed for clubs. Once scanned, they will be emailed to each leader and Officer Advisor. Please notify the office if something is missing. Get the documents to the youth officers to help their books.

Enrollment updates – Jenny has made great progress in approving members in clubs. Jenny has started to create club lists with notes of what needs to be completed or paid for. When you receive your email from us, please respond. Our goal was to have each club's list and check match. We were close.

A reminder – no adult can act in the scope of being a volunteer, until they are a volunteer. They cannot lead children, hold meetings, provide club support, sign forms, nothing until all steps are complete.

Enrollment deadline Friday, December 11th is the last day to enroll in a livestock project to be able to show any animal at the fairs which include SVF, Monterey, Santa Cruz and San Benito.

Holiday gatherings are still at a limit of 10 people at any 4-H gathering. If the CL or the officer advisor can plan a small token for the officers such as a card, a small gift, a photo, something that thanks for youth for their time as being a leader that is unlike any other.

COVID reminders- there can only be a meeting of 10 or less and outside. Each club leader was mailed the UCANR Volunteer checklist, the contact tracing guide and the color poster that must be posted at any meeting. These will be resent in an email this week. Please be creative but don't break the policy.

In regards to posting photos of active 4-H members on social media, please choose those in which the children are 6 feet apart and wearing a mask. Or just take a photo of one child at a time. These photos can give the wrong impression of how we are protecting the children when meeting in person.

Because of the COVID uncertainty in planning the beginning of the year, ALL clubs are to hold a Mid year review in January or February: Officer Advisors will receive more information on December 1st in their monthly email

Charitable giving season and making donations includes policy that should be followed by all clubs. Hosting a drive in which members get items donated or asking the membership to donate items is acceptable.

The other policy is about how you can partner to give. You will see we are prohibited from giving to or working with religious agencies. This includes the Salvation Army. 4-H members are not to be ringing the bell and counting in record book.

A FAQ email on how a club can use club money to give to charity will be sent out in the email wrap up.

Lorin thanked and encouraged all club leaders to spend extra time now to plan for January and February so each volunteer can enjoy more time with their family during the holiday season.

FAIR UPDATES

a. Salinas Valley Fair- Michelle Ferrari. Michelle shared information regarding the decision that SVF has made to announce that the May Fair will be held virtually as of now. Explained that everyone she is working with the Health Department on other possibilities but with 41 of our 58 counties in California returning to purple tiers it will take time for other options to be realized. Just a reminder SVF only has 1 facebook page, and please be careful of the misinformation that is out there right now regarding everything fair related. If you have any questions feel free to call SVF and get the information directly from them. Thank you for your continued support.

b. Monterey County Fair-None

16. COMMITTEE REPORTS: 1st Vice President(s) - Carla Ackerman

- **Bowl A Rama** (Jan)- King City Blue Ribbon, Alicia spoke of possibly postponing or cancelling the event. The council encouraged other ideas - there is a possibility of having another movie drive-in or Bingo night. Alicia will be going over some of these possibilities and will be formulating a plan along with Dena and Carla.
- **Animal Field Day** (jan) - Chualar- Dirk will look into possible ideas or plans for a virtual event.
- **Fantastic Field Day** (feb) - King City Blue Ribbon, Alicia shared that she was trying to figure out how to have this event, whether to make it a 1 or 2 day event. She spoke of the possibility of King City Blue Ribbon's role being one of Achievement and wrapped up to make sure that all contests and stations get adequate recognition.
 - Judging Contest - Aromas, (N/A)
 - Baking contest - Royal Oaks Sheryl-shared that this would be a photo/video event that would be subdivided into two categories - Decorating Cake or Cupcake. They would have the possibility of a theme and the 4-her's would be sending in a video of the progression of their dessert to the finished product.
 - Vegetable Judging - Mission, (N/A)

- Livestock Judging - Chualar, Dirk will review possible plans but does not want the 2 committees to be mixed up.
- Natividad - Community service, Janet looking at virtual or in person drop off
- Poster Contest - King City Blue Ribbon, Alicia said this would be a virtual poster contest. 4-Hers will complete a poster and will take pictures of process and finished process and will submit them to their club and then they will be virtually judging them.

Record Book Workshop- Misty-Lockwood shared that they would be moving forward with a virtual record book workshop. They would be incorporating the statewide materials into the event.

County Presentation Night (March) - Gonzales was unavailable to share information

- Judging & Tabulations - Lockwood Misty shared that they are fully on board to bring about judging virtually and have started the process of figuring out the logistics of making their component of this event successful.
- **Color Me Green walk and run (March)** Gonzales was unavailable to share information
- **Service Learning activity** - KCR, Carla Ackerman shared Lorin had a presentation before council tonight that one of her chairs attended and they will be formulating a plan to share at the next meeting.
- **Parliamentary Procedure-** Hilltown, Will Lee said the CCL will be bringing that information to the next meeting.
- **Fashion Revue (April)** - Hilltown, Will Lee reported they believe can conduct a virtual event. Have all categories, members would submit a google slideshow, picture of item a short vie and do an interview with google meet.
- **Interview Contest (April)** - Carmel Valley, Kristen McIntyre shared that this will be a virtual event April 17th, 2021. Spoke of the different components and the logistics of having it virtual. The council shared how important this event is and how 4-H and this process empowers our youth.

Expansion & Review - Spring club, Nicole Hostert reported- they are making great strides and reached 1200 new people between trunk or treat on Halloween in Monterey and King City. If any club needs help with outreach, please contact Kelly or Nicole.

CALENDAR: -Dena stated we need committees to plan their 2021 events.

17. **UNFINISHED BUSINESS:** None

18. **NEW BUSINESS:** **None**

19. **ADJOURN: 9:01 pm** Marti Ackerman (KCR) made a motion to adjourn
Seconded by Amy Brown (BV).

Next Council Meeting Tuesday, January 19, 2020 at 7 p.m. at ZOOM

It is the policy of the University of California (UC) and the UC Division of Agriculture & Natural Resources not to engage in discrimination against or harassment of any person in any of its programs or activities (Complete nondiscrimination policy statement can be found at <http://ucanr.edu/sites/anrstaff/files/215244.pdf>)

Inquiries regarding ANR's nondiscrimination policies may be directed to John I. Sims, Affirmative Action Compliance Officer/Title IX Officer, University of California, Agriculture and Natural Resources, 2801 Second Street, Davis, CA 95618, (530) 750-1397.