

## **Council of Associations Meeting**

Cornell University

September 29, 2006

Minutes

Attending:

**Council Members:** L. Dallis, K. Roush, B. Leerkes, L. Henley, J. Preston, J. Schutz, B. Woodward, R. Peterson, R. Stank, D. Briggs, L. Zogby, M. Stoll, T. Cimoichowski, B. Aldrich, P. Donnelly, E. Walldroff

**Executive Directors:** M. Ledoux, A. Fagan,

**Cornell:** G. Preston, K. Scholl, G. Hecht, H. Dillard, G. Applebee, T. Gifford

Meeting convened: 9:25AM.

Member Introductions

Minutes of May 19, 2006 meeting unanimously approved as corrected.

### **Discussion and Update – CoA Report**

A discussion and update on the CoA report and its recommendations for the benefit of new members. With identification by some of specific contacts/events that are being made.

- ◆ In Dutchess partnerships were formed with the county government for funding.
- ◆ Suffolk holds a legislative reception annually. The intergovernmental relations committee sends out a quarterly newsletter about CCE events. Volunteers discuss association impact with legislators.
- ◆ George Hecht spoke of a continuing need to establish political relationships.
- ◆ In Jefferson part of each board meeting is devoted to board development. For example, perhaps a speaker, project report etc.
- ◆ In Seneca events are planned to provide an opportunity to invite legislators. When county governments do not have any new funds for CCE, perhaps they should be asked to, at least, partner with CCE to help find state or foundation funding.

### **“The Statewide Obesity Prevention Initiative” - Helene Dillard and Glenn Applebee**

- ◆ CCE is trying a new approach to state funding.
- ◆ To this end, it was decided to highlight the issue of child obesity, requesting \$5 million in new funding for each of the next three years. The draft report on the subject was distributed to CoA members. CCE has the resources on campus to address this issue. (Ag School, Medical School, College of Human Ecology, etc.)
- ◆ The goal is for CCE to become more proactive and demonstrate the capacity of our system to respond to an important state need.
  - ◆ CoA needs to become involved in the contact phase of the report's implementation to build support among state officials.
  - ◆ How new funds, if obtained, are allocated is yet to be decided.

◆The subsequent discussion indicated that a specific topic such as this one, would make it easier to talk to legislators.

**Opportunities for the University and CCE associations to work jointly to tell our story and build public support** - Tommy Bruce, Cornell Vice President of Communications

◆Land-grant role of CCE to be in forefront of Cornell's message. The University is proud of its role as such.

◆CCE is uniquely at the crossroads of land-grant and Ivy League.

◆Local associations are needed to provide ideas for local CCE stories

◆Mr. Bruce wants to reach a primary audience on the Cornell campus and make the campus aware of what is being done locally throughout the state. He wants to show the results of campus work in CCE's work.

◆Local associations are asked to email 3-4 sentences about an event, a person, a subject to see if it is of interest. Stories should be emailed to: [deb27@cornell.edu](mailto:deb27@cornell.edu).

◆A discussion and Q and A followed as to possible topics, ways of communicating and with whom to communicate.

**Report from the NYSAC Fall 2006 Conference** - George Hecht and Tom Cimoehowski

◆George and Tom attended the NYSAC meeting on Sept. 28 and reported on their agenda which included Medicaid and the status of Workforce.

◆NYSAC could be a good partner in some of CCE's initiatives such as the one on child obesity.

◆Their next conference is Jan. 29-31, 2007 in Albany and CoA felt that we should once again send representatives. Perhaps one way of making an impact and connection with NYSAC is to suggest a child obesity seminar conducted by CCE.

◆Another idea was to schedule the CoA winter meeting with NYSAC meeting and to use a booth and/or workshop to demonstrate a presence.

2007 PILD Conference, Washington, DC April 23-25, 2007.

◆CoA needs to send 2-3 representative but the decision can wait until winter meeting.

**Financial Report**

◆About \$24,000 on hand. \$4,000 pending expenses. Full report was distributed.

**CoA goals for the next year**

◆Most important goal will be to get the state initiative on child obesity approved.

◆Contact board members in each association and explain the need for "stories" to be sent to Cornell as a way of stimulating contact.

◆ Hold a conference call about once a month among members of the CoA to keep members informed and engaged in the agenda between meetings.

The date of the next CoA meeting is to be determined; possible options January 19 or 29, 2007.

Adjourn: 3:50PM.

Respectfully submitted,  
Lydia Dallis