

Meeting of the Council of Associations  
January 13, 2006  
Albany, NY

Minutes

Attending: L. Dallis, M. Keith, T. Della Rocca, D. Briggs, T. Cimoehowski, G. Ogden, T. Gifford, P. Forestiere II, R. Peterson, P. Westfall, R. Stark, D. Buck, K. Scholl, P. Donnelly, H. Dillard, B. Aldrich, G. Applebee, D. Tobias, M. Ledoux, G. Hecht, L. Green, R. Smith.

Convene: 9:30AM

Minutes of October 2005 meeting, with addenda below, approved unanimously.

Addenda to October 2005 minutes:

1. Michael Stoll added to those attending.
2. Item #4 under priorities of CoA: Develop an action plan to gather information of the various approaches used by the county associations to secure funding in their respective counties. A thumbnail sketch will be provided by Pete Donnelly. The Council felt that the idea had merit. The executive committee was charged with bringing the idea to ED Helene Dillard and, if she agreed, develop the questionnaire. Once agreed upon, the questionnaire is to be sent to all state associations and request their responses back to the CoA prior to their January meeting. The responses will be organized, collated and returned to each association in time for their 2007 funding cycle.

Membership Update:

Some regions still need replacement members. Current CoA representatives must recruit them!

CoA travel:

Sending 4 representatives to PILD conference in Washington will cost about \$5000. Steve Johnson, who represents Cornell in Washington, suggests that the US Congressmen who need to be contacted are: Sweeney, Walsh, Lowey and Serano. There will be a search for CoA members who live in their districts who may be able to attend.

NYSAC Conference January 30 - February 1, 2006.

It would be beneficial for a few CoA members to attend for at least the first 2 days. Perhaps local members can attend to avoid hotel expenses. 3-4 representatives have volunteered.

Working Session To develop 2006 Strategy to support CCE funding requests in Albany and Washington, DC (Lee Telega, Charlie Kruzansky, Helene Dillard and Glenn Applebee)

n Kathy Scholl suggested that CoA members have to think about CCE having a “public value” (e.g. water quality, education system) to people even if those people are not involved.

n Lee Telega, is an aide to Charlie Kruzansky. He works on agriculture and environmental issues in the state and works with CCE to promote its agenda and need for resources.

n Charlie Kruzansky – explained that CARET is the Council of Agriculture Research and Teaching within the organization of land grant colleges. It is a federal lobbying group of volunteers and each university has 3 members similar to CoA but on the national level. He went on to explain where Cornell and CCE fit into the state budget (about 10% of SUNY allocation). Previously Cornell had to battle SUNY for their allocation. However, by reaching out to SUNY and working together, it is now hoped that this year’s state budget will have a separate line stating “this allocation for Cornell land-grant activities.” This would provide a specific budget line, for the first time, for which to lobby. Additionally, because it is an election year, people and power in Albany is shifting and everyone is receptive to new ideas and proposals. 224 funding plays into this new optimism. It seems that it will be a good year to ask for full funding for 224.

Charlie went on to explain that February is “prime time” for the CoA and association board members to reach legislators at their local offices to ask for full funding of 224. (About \$900,000). Legislators should be asked to contact the committee chairs or the Speaker about full funding of 224. Legislators will be influenced by the breakdown of the increase in the amount of funding by county and hence in his/her district. Helene noted that CCE needs better impact statistics.

New York City gets no 224 money despite having half the state population. Charlie believes it is a good year to highlight NYC CCE to city legislators and it is hoped, get new money.

11:00 AM: Break

11:15 AM: Reconvene

Discussion followed to plan strategies for contacting state legislators in Feb. Terry Gifford will put together numbers and talking points and plan who will make contact locally. Glenn Applebee will email each CoA member a spreadsheet displaying the effect of full-funding of 224. Further discussion involved the state campaigns for governor. Yes, we can contact campaigns. Yes, we can put materials together explaining what CCE does and how we can supply materials and programs to help candidate govern, if elected.

12 noon: Lunch

12:55PM: Reconvene

Working Session Developing a Template for CCE Associations in Building Support for Funding with County Governments.

The members separated into 2 groups to analyze the responses to the questionnaire (see addendum #4 to Oct. minutes) received from local associations to:

1. Inventory strategies that work
2. Inventory strategies that did not work
3. Determine what the association would do differently next year.
4. Segment by population and assess for trends
5. Segment by type of government

They then regrouped and summarized the following strategies that associations found were most helpful in maintaining and increasing local funding:

1. Communicate the effectiveness of CCE
2. Communicate on a continuous basis, not just at budget time.
3. Media communication, marketing etc. to make sure CCE is always in the news
4. Leverage money (from grants, etc.) into more money

What didn't work was the "in your face" attitude toward local legislators. Not communicating and avoiding legislators and other county officials was also detrimental.

What would be done differently

1. Communicate better
2. Establish ongoing relationships with legislators
3. Establish new programs
4. Work more with new legislators
5. Start immediately
6. Collaborate with other organizations to better impact legislators

Lynn, Tom and Rhett volunteered as a committee of 3 to work with Terry to condense the most successful strategies into a report to distribute to the associations.

2:50PM: Adjourn