

Minutes of the NYSACAA Board Meeting

June 22, 2007 – 300 Rice Hall, Cornell University, Ithaca, NY

Members Present: John Ameroso – NYC, Julie Kickertt – Canandaigua, Paul Cerosaletti – Delaware, David Chinery – Rensselaer (joined 10:30 am - noon), Lisa Kempisty – Chautauqua, Monika Roth – Tompkins, Molly Ames – Jefferson, Frans Vokey – Lewis

Members Excused: Bernadette Logozar – Franklin, Cathy Wickswat – Rensselaer

Guests: Director Helene Dillard (9 – 10:20 am), Chris Watkins (9 - noon)

The meeting was called to order at 9:05 am by President Paul Cerosaletti.

Summary of Action Items

1. **Frans** to discuss with DFBS B.O.D. comments from Director Dillard concerning the DFBS program.
2. **Molly** to meet with Steve Hadcock to finalize membership list to ensure accuracy. Molly will send this final list to the board.
3. **Paul** will contact Dr. Tom Overton to express NYSACAA's interest in having CCE Field Staff be represented on the Ag Task Force.
4. **Molly** expressed willingness to man NYSACAA table at November In-service registration to promote membership.
5. **Monika** continues to work on plans for Empire Farm Days, along with Jackie.
6. **Molly/Bernadette** to get Monika local product directories for EFD.
7. **Monika** will take the lead on planning agricultural tour at CCE Systems Conference.
8. **Paul** will write letter to welcome new members and include member handbook.
9. **Lisa** will contact membership and offer the opportunity to serve as chair of the one of the State committees. Lisa will introduce each chair at Annual Meeting in October.
10. **Paul** will conduct a board vote electronically to seek approval for these ideas.
11. **Paul** will **forward questions on** potential legal issues associated with being a 501(c)(6) with Sandy Buxton in regards to proposed form of fund raising.

Discussion with Director Dillard:

- Dir. Dillard handed out a summary of a facilitated discussion at Ag Society Annual Meeting in January, where the relevance of CCE was discussed. She discussed the need to overcome the negative perceptions in NY about CCE. Paul mentioned that the need to showcase what we do as Educators is not just a nice thing to do, but is critical and essential.
- Jackie Dowdell, writer, has been hired to work under George Preston to write stories about Extension and to highlight the impact CCE has on families, businesses and communities.
- Dir. Dillard challenged each NYSACAA board member to write a story demonstrating how CCE impacted a farm or community and to send it along with photos to George Preston (grp5@cornell.edu or cce-stories@cornell.edu).
- Paul asked about opportunities for NYSACAA to be involved in Orientations for new CCE staff and Executive Directors. Dir. Dillard said each one has a crowded program and doesn't think it would be good use of our time, but said that including a brochure in their packets would be a good idea.
- Frans discussed activities of the Cornell Dairy Farm Business Summary (DFBS) Board of Directors and progress of the DFBS program in the last 2 years. He also brought up concerns that the DFBS program is not being adequately promoted or supported in some counties. Dir. Dillard brought up the perception that the DFBS has Educators spending too much time with too few producers and that only a small number benefit. She encouraged Educators to ensure that more stories get told of the extended value of the DFBS program. She also offered an idea that CCE administration could invest in a student intern to write stories about the impact the DFBS is having on the NYS dairy industry. **Frans will communicate relevant items from this discussion to DFBS board's leadership. (Action Item #1)**

Secretary's Report:

- The minutes were e-mailed to Board members. **A motion to accept the minutes carried.**

Treasurer's Report:

- Molly presented updated budget for 2007. See attached report. To date we are running \$950 short. There are \$600 in other expenses that are being paid. Note that 2007 expected income is not entered yet.
- Molly suggested that she get together with Steve Hadcock to finalize 2007 membership list to ensure accuracy. Molly will send this final list to the board. **(Action Item # 2)**
- **A motion to accept the treasurer's report carried.**

Extension Admin Report (Chris Watkins)

- Discussion on several issues:
- Local foods buzz: Attempt in last couple of weeks to collect CCE info on this topic. Summary has been done on this and is available to Associations.
- Disconnect between E.D.'s and Educators in regard to information coming from CCE administration.
- Suggested we invite **Jo Swanson** to next meeting to address projects in CHE and potential connections to agriculture.
- Initiatives
 - o Agriculture Task Force set up (chaired by Chris, managed/facilitated by Les Malcovich) to do long range planning for agricultural CCE programming. Membership includes Chris Watkins, Glenn Applebee, Mark Giles, George Preston, Dick Halpin, Tom Overton, Andy Turner. Next meeting is in July. They have been asked to generate a report with recommendations by October.
 - NYSACAA would like to see CCE Field Staff represented on this task force. **(Action Item #3)**
- Revitalize November In-service (November 14-16)
 - o NYSACAA table should be next to registration table. Molly expressed willingness to man NYSACAA table at November In-service registration to promote membership. **(Action Item #4)**
 - o Wednesday afternoon: Plenary session will be on Energy

Committee Reports

- Empire Farm Days update (Monika)
 - o Monika met with George Preston and Jackie Dowdell. (Jackie taking lead for EFD on behalf of CCE.) A poster will be made for CCE and local foods. Discussed putting identification on each table, labeling programs as CCE programs to ensure people see breadth of CCE. Also would like to have a display highlighting field staff in all ag program areas – Monika will work on assembling lists of Field staff from various sources. **(Action Items 5 & 6)**
 - o Dean's reception is Wednesday afternoon.

Old Business

Restitution of lost cash funds (Paul)

- A check from Trish Westenbroek for \$140 to NYSACA was deposited in the NYSACAA account. No other action will be taken to recover funds lost from checks that were apparently stolen.

Clippings Update (Paul)

- Paul passed around a draft of "Clippings," the membership newsletter being compiled and laid out at CCE-Rensselaer office. This will go out soon.

CCE Systems Conference (formerly "ACCEE Conference") / NYSACAA Annual Meeting

- A highlight will be Marion Nestles (NY Times Food Editor), who will be guest speaker
- Plan on Wednesday, 10/10
 - o 1 – 2 pm NYSACAA Meeting (approve minutes/ treasurer's rpt/ general discussion)
 - o 2-6:30 Drive-it-yourself tour **(Monika to take lead on planning tour) (Action Item #7)**
 - o 6:30 Dinner & award recognition

National Committee Appointments from NYS (Paul)

- Paul provided NACAA structure chart
- Opening in ag economics – Steve Hadcock was appointed in May 2007 for 3-year term
- Opening in Public Relations – Larry Hulle was appointed in May 2007 for 3-year term
- National Board looking for someone from NE to sit on Nominations Committee, which meets Sunday at national meeting. Paul will do this.

Membership Update (Paul)

- 80 members: 76 national, 4 associate. Number is up. Personal contacts made a difference.
- Steve would like to start membership drive in September as we move the membership deadline back to January 1.
- Discussion regarding raising dues; however the desire was expressed to table this discussion until other fund raising options have been explored.

Recommendations on DSA & AA process (Paul / Jim Grace)

- Paul presented proposal for nomination and selection process. Plan to involve district directors in this process and seek more nominations. In Paul's discussion with Monica and Jim, suggestion was not to rotate awards by region of the State so as not to box us in and ensure most deserving people get the awards.
- **Motion was made Lisa second Frans to accept the process as described, with the addition that: "the awards chair will report progress to the NYSACAA Board Vice President at the Board's September meeting. Motion carried.**

NE Regional AM/PIC funds update (Lisa)

- All states voted for Option 1, which is for the NE region to set up new 501 (c)(3) to manage finances for national meetings held in NE. Board of directors will consist of 1 member from each state. Host State will have option to appoint treasurer from their state. Next meeting in NE will be 2013 and PA has taken leadership on this so far.

Other items from Action Item list (previous meeting)

- Paul plans to write letter to welcome new members and include member handbook. **(Action Item #8)**

New Business

Appointment of NYS Delegates to 2007 AM/PIC Conference

- Paul solicited the following to be delegates at national meeting: Paul, Lisa, Larry Hulle. **A motion made John second Julie to accept these delegates carried.**

State Committee Chairs for 2007-2008 (Lisa)

- Lisa will contact membership and offer the opportunity to serve as chair of the one of the State committees. Lisa will introduce each chair at Annual Meeting in October. **(Action Item #9)**

Approval of payment to New Jersey

- **Motion made by Molly second Lisa to pay the NJ Agents Association \$350 as reimbursement for funds used to apply for our tax exempt status. Motion carried.**

Fund raising proposal (Sandy Buxton via Paul)

- Ideas from Sandy Buxton for fund raising were discussed. She proposed assembling a catalogue, available on-line and in print, of a small number of items that represent New York. A letter to membership and a catalogue brochure have been drafted.
- Paul will conduct a board vote electronically to seek approval for these ideas. **(Action Item #10)**
- Paul will forward questions associated with being a 501(c)(6) to Sandy in regards to this form of fund raising. **(Action Item #11)**

NEXT MEETING: September 10, 2007 at 1:00PM (Videoconference)

Meeting was adjourned at 3:45 PM

Respectfully submitted,
Frans Vokey
NYSACAA Secretary