

**FLORIDA EXTENSION ASSOCIATION OF
FAMILY AND CONSUMER SCIENCES
Winter Board Meeting
Wednesday, December 6, 2006**

IN ATTENDANCE: Gayle Whitworth, Judy Corbus, Chris Kilbride, Joan Elmore, Cyndy Mondelus, Joanne Cooper, Samantha Kennedy, Monica Dawkins, Amy Simonne, Stephanie Toelle, Kathy Bryant, Mary Beth Salisbury, Danielle Gordon, Audrey Norman, Maisie Ross

WELCOME/CALL TO ORDER - President Gayle Whitworth called the meeting via Polycom to order at 10:20 a.m. (EST). Roll call was taken and everyone was welcomed.

THOUGHT FOR THE DAY – Mary Beth Salisbury read a quote by A. Miller, "Often those in a leadership position find that they are led."

AGENDA APPROVAL – No changes were made to the published agenda.

MINUTES AND CORRESPONDENCE – The following changes were made to the Fall, 2006 Board Meeting Minutes:

- Under "Minutes & Correspondence," the wording will be changed to read "Gayle Whitworth moved that we dispense with the reading of the minutes. **The motion was seconded and passed. A motion was made that the minutes be approved as presented. The motion was seconded and passed.**"
- Under "New Business/New Professional Award," a clarification will be added stating that **two New Professional Awards will be offered in 2007.**

Danielle Gordon moved that the minutes be approved as corrected. The motion was seconded by Stephanie Toelle and passed unanimously.

Judy Corbus reported that thank-you letters were received from Mary Peters for her retirement gift and from Danielle Gordon for her gift as outgoing President. No correspondence was sent.

TREASURER'S REPORT – Chris Kilbride. Written and oral report submitted. Chris reported that as of December 6, 2006:

• Actual Income:	\$20,394.77
• Expenses:	\$12,860.67
• Checking account balance	\$13,867.99
• Savings account balance	\$ 8,122.39
TOTAL	\$21,990.38

Chris noted a clarification under "Cookbook Income:" \$2,000 of the \$9,971.00 listed is from sponsors. The balance reflects sale receipts.

Financial Report – Chris Kilbride. Oral report submitted. Three items pertaining to the cookbook project were noted and will be discussed under "Unfinished Business/*Simply Florida* Marketing Campaign."

DISTRICT DIRECTOR'S REPORTS

Northwest – Joan Elmore. Oral report given; written report to be submitted.

Northeast – Jackie Schrader. Written report submitted; oral report presented by Gayle Whitworth.

Central – Joanne Cooper/Cyndy Mondelus. Written report submitted by Cyndy; oral report presented by Joanne.

South Central – Samantha Kennedy. Written and oral reports submitted.

South - Monica Dawkins. Written and oral reports submitted.

Campus – Amy Simonne. Oral report given; written report to be submitted.

ADVISOR REPORT

Dr. Nayda Torres was unable to participate due to interviewing candidates for the Consumer Education and Program Evaluation Specialists positions. Gayle reported that, per Debby Royer, Nayda's secretary, Nayda hopes to have the above-mentioned positions filled by the end of the year. Interviews for the 4-H Volunteer Development (Marilyn Lesmeister's former position) and Community Development Specialists positions are scheduled to commence in January.

COMMITTEE REPORTS

By-Laws/Handbook – Brenda Williams. Written report submitted. A formal review of the By-Laws and Handbook will begin in early 2007. Brenda wishes everyone a happy and healthy holiday season.

Public Affairs – Diann Douglas. Written report submitted. Gayle reported that Diann is requesting members to forward copies of publicity that they have developed/used for promotion of *Living Well Week* to Diann to share with colleagues. Ten mini-grants are available through NEAFCS for *Living Well Week* promotion.

Regarding the production of FEACS banners to be used for display at the State Capitol and in Washington, DC, Diann spoke with Liz Felter and was told that Liz's office only has funds to produce one banner to focus on FCS, therefore

Diann will pursue a banner with the *Living Well* theme. Mary Beth inquired about the cost of designing the banner. Danielle shared that the cost of printing the banner is the monetary issue. Audrey Norman said that she would be willing to take the banner to "Palm Beach Day" at the State Capitol the week of March 7, 2007 if it can be produced. Danielle recalled that the banner cost approximately \$100 for the banner itself and \$100 for the stand. Mary Beth suggested that we work with Kinko's for banner production. Danielle noted that Diann is working to forward the graphics and information to Liz for in-house design services. Diann is trying to locate graphics files from NEAFCS to forward to the design professionals. Audrey is willing to pay to have a second banner produced since "Palm Beach Day" overlaps with *Living Well Week* and will work with Diann on its production.

Mary Beth requested Amy Simonne to check with Nayda on the availability of department funds to produce as many additional banners as funds permit and for Nayda to follow up with Diann; Mary Beth also will e-mail Nayda on this item. She also expressed the importance of having banners that reflect *all* areas of Extension Family and Consumer Sciences programming in addition to the *Living Well* campaign. Mary Beth will contact Diann regarding exploring the possibility of applying for mini-grants to pay for the banners.

Member Resources – Laura Royer – No reports submitted.

Awards/Recognition – Stephanie Toelle. Written and oral reports submitted. Stephanie noted that the due date for national awards is February 15, 2007. Friend of Extension and Outstanding Specialist nominations are due May 1, 2007. Program of Excellence and the 4-H Youth Development Awards are due June 1, 2007. She will send an e-mail regarding award applications to members in mid-December.

Professional Development – Kathy Bryant. Written and oral reports submitted. Kathy noted that NEAFCS Subcommittee Applications are due December 31, 2006.

Nominating – Monica Brinkley. No reports submitted.

Youth – Katherine Allen. No reports submitted.

NEW BUSINESS

Simply Florida Marketing Campaign – Mary Beth reported that the Marketing Committee will e-mail a one-page newsletter with cookbook marketing ideas to members on a regular basis to help maintain sales motivation and interest. To date, monies have been received for approximately 425 cookbooks.

Marketing and sales efforts around the state include Betsy Crisp preparing and serving several of the recipes at her county's agriculture programs, which generated many cookbook sales. The local newspaper also is planning to feature the cookbook in an upcoming article. Elaine Courtney is working with a local bank to market the cookbooks through that venue. Eleanor Foerste is taking cookbooks to sell at a Florida Greenways meeting she will be attending today. Mary Beth shared that the District Extension Directors were unaware that the cookbooks were available; she has written a letter of apology for the communication oversight.

Mary Beth noted that each county can use one book for every 50 as a demonstration book. Some of the books received have rippled pages due to the humid climate. She contacted the publisher regarding this concern and was told that once the books acclimate to the humidity, the ripples should go away. If any books are severely damaged, they can be returned to the publisher for replacement.

Regarding the three items Chris mentioned in the Finance Committee report:

1. FEAFCs currently is paying \$1.30 state sales tax per book to the cookbook publisher because the Association does not have a sales tax exemption number. Danielle moved that we run cookbook sales through the EPAF account, as they have sales tax-exempt status. The motion was seconded by Audrey Norman and carried. Gayle will check with Joe Walter, EPAF Treasurer, to be sure it is appropriate to use the EPAF account in this manner. If we do use the EPAF account, the order forms will need to be changed to remove the words, "tax included." The savings in sales tax will be additional revenue to FEAFCs for the cookbook project.
2. A proposal was made to continue the sale price of \$23 in the county offices beyond the initial December 31, 2006 deadline. Mary Beth suggested raising the price to \$25 as of January 1, 2007, and then dropping it to \$23 as necessary for seasonal sales opportunities (Mother's Day, for example). After discussion, the Board agreed to remain with the original sales plan of raising the price to \$25 after December 31.
3. Members are encouraged to look for sponsors who would be willing to help sell the cookbooks.

It was noted that \$10,200 is due to the cookbook publisher by December 31. This equals the sale of 443 books (not including sales tax).

Mary Beth emphasized that members need to continue to sell books after they have sold their initial fifty. District Directors were asked to notify Mary Beth with the names of counties in their respective districts which have no FCS Agent.

Mary Beth proposed working with FCS Agents in neighboring counties to assist with sales in the FCS Agent-vacant counties.

One 2' X 3' poster was sent to each district for promotional use. The posters cost approximately \$35-\$40 each. The lack of funds prohibited the printing of one poster for each county. EDIS funds can be used for poster printing with CED approval. Members may contact Mary Beth for printing information. The posters can be used at Fair displays and other events. Mary Beth will forward poster printing information to Board members for consideration of printing additional posters.

Mary Beth encouraged counties to utilize access to news coverage, where available, including television, radio, and newspapers, to promote the cookbook. She also inquired as to the availability of an up-to-date listing of e-mail addresses; she will contact Debby Royer for an updated list. District Directors were asked to forward Association and cookbook e-mails to new agents to keep them up-to-date.

Gayle suggested that the Marketing Committee forward announcements for inclusion in the NEAFCS newsletter. Chris asked that members not hold cookbook monies but forward to her. Mary Beth reminded everyone to send their sales receipts in at least weekly. She emphasized that all funds should be in check form – NO CASH is to be mailed.

If a county needs additional cookbooks immediately, they should contact neighboring counties. For replenishment arrangements, Chris Kilbride is the main contact. Brenda Williams and Gayle will pick up additional cookbooks early next year while attending a meeting in Nashville.

Monica Dawkins inquired if the Florida Department of Agriculture and Consumer Services (DACS) has been contacted to assist with cookbook promotion. Danielle shared that Les Harrison (Mary's son), a new Leon County Extension Agent, is a former DACS employee and is working with DACS contacts regarding promotional assistance and to forward a copy of the cookbook to Commissioner Charles Bronson. Danielle will coordinate with Monica to forward contact information as it becomes available.

NEW BUSINESS

Living Well Campaign – Danielle shared that she feels that there is not much coordination with the *Living Well* promotion. Carolyn Gregov, who has served on a national committee pertaining to the campaign, emphasizes incorporating the promotion into existing programs in March, not to approach it as an additional activity. Florida will focus on *Living Well* banners and Danielle will communicate with Diann regarding applying for the mini-grant for the banners.

Questions for the Dean – Stephanie Toelle asked for an update on the status of salary compression. Due to impending time restrictions on the availability of the Polycom system, Gayle asked Board members to e-mail additional questions to her for the December 8 EPAF meeting with Dr. Arrington.

ANNOUNCEMENTS

The Galaxy 3 Conference is scheduled for 2008. Assistance on Conference Committees still is needed.

Members were asked to forward suggestions for improvements to navigation of the NEAFCS website to NEAFCS by January 29, 2007.

Board members were asked to note upcoming dates listed on the agenda.

ADJOURN 12:00 p.m.

Respectfully submitted,

Judy Corbus

Judy Corbus
FEAFCS Secretary