

Florida Extension Association of Family & Consumer Sciences

Executive Board Meeting

May 5, 2009

Gainesville, Florida

In Attendance:

Diann Douglas, Brenda Williams, Nancy Gal, Julie England, Judy Corbus, Meg McAlpine, Michael Gutter, Celia Hill, Samantha Kennedy, Laura Royer, Cathy Rogers, and Jacqueline Gibson.

Call to Order:

President Diann Douglas called the meeting to order at 10:08 A.M. (EDT) and welcomed everyone.

Thought for the Day: none provided

Agenda Approval:

Laura Royer motioned to adopt agenda; Michael Gutter seconded the motion.

Correspondence:

Nancy reported that on May 1, 2009 a sympathy card on behalf of FEAFCS was sent to Dorothy Lee on the passing of her husband.

Minutes and Correspondence:

Michael Gutter moved that we dispense with reading of the minutes. The motion was seconded by Brenda Williams and passed unanimously.

Treasurer's Report:

Written reports submitted by Meg McAlpine. She provided an oral report of two detailed financial reports which covered 1/01/2008 to 12/31/2008 and 1/01/2009 to 4/30/2009 noting the total expenses and income for both time periods. Currently we have 78 members. Discussion included overview of select items including representation of our Association at PILD Public Policy by Diann Douglas and JCEP Southern Regional by Samantha Kennedy.

Meg explained these reports do not reflect the Simply Florida Cookbook Project which is being reported separately by Brenda Williams.

DISTRICT DIRECTOR REPORTS:

Northwest: Joan Elmore (absent)

No report submitted. Judy Corbus gave a brief oral report of her current programs.

Northeast: Cathy Rogers

Written and oral reports submitted.

Central: Julie England

Written and oral reports submitted.

Julie England noted that Rita Law from Seminole County will be returning to work part-time in May following a medical leave of absence.

She mentioned three retirements in the District, specifically the recent retirement of Glinder Stephens (Orange County) and the upcoming retirements of Deborah Boulware (Lake County) and Donna Peacock (Hernando County).

Diann Douglas noted that it is the responsibility of the District Director to recognize retiring members with a card or if appropriate a gift.

Members discussed that there is \$50.00 allotted in the budget for gifts. It was decided that Central District members would have a lunch recognizing these retiring members. Cards will also be provided.

South Central: Celia Hill

Written and oral reports submitted.

South: Jacquelyn Gibson

Written and oral reports submitted.

Campus: Dr. Michael Gutter

Written and oral reports submitted.

Advisor's Comments: Dr. Nayda Torres (absent)

Dr. Michael Gutter provided a brief oral report on behalf of Dr. Torres.

Dr. Kumaran is joining the FYCS Department. His appointment is 70% teaching and 30% research in non-profit and community development. He is very interested in also doing Extension work.

COMMITTEE REPORTS:

Finance: Meg McAlpine

Written and oral report submitted. No new items to discuss.

Bylaws/Handbook: Samantha Kennedy

No written report submitted.

Samantha Kennedy indicated no activity at this time. She is still working with her committee regarding the State membership status (Section 4- Article 3) in relation to the date change in National membership dues.

Public Affairs: Heidi Copeland (absent)

Written report submitted.

Members discussed the upcoming Florida Association of Counties Annual Conference that will be held at the Marco Island Marriott Hotel in Collier County June 23-26, 2009.

Celia Hill will contact Heidi regarding her participation in this event since it is in her county.

Michael Gutter noted it would be an excellent opportunity to expand our presence at this event by providing additional materials beyond the traditional baskets to include such items as the Hurricane Preparation Flip Books and Family Radio CDs. He will send 400 of the Flip Books to Celia Hill.

Member Resources: Laura Royer

Written and oral reports submitted.

Laura stated that there are 78 State paid members; 76 are State and National members.

Julie England mentioned the development of a FCS resource list that was compiled by several members of the Central District, along with Stephanie Toelle from the Northeast District.

Julie stated it is an excellent resource for new and established Agents and to contact her if they have additional information they would like included. The next step is to have Samantha Kennedy get it set up on our website.

Laura led a discussion regarding the possibility of having a reception at EPAF to welcome new members.

Laura also noted that she will be working on a survey to determine the needs of our membership and how the Association can better serve their professional needs.

Awards/Recognition: Martha Maddox (absent)

Written report submitted by Martha Maddox and oral report provided by Diann Douglas.

Diann stated that Martha Maddox assumed the responsibilities of this committee while Rita Law has been on medical leave.

Professional Development: Judy Corbus

Written and oral reports submitted.

Judy stated that she will pursue Continuing Education Units (CEU) for the abstract sessions at the 2009 EPAF meeting for the various Associations represented by the membership.

Nominating Committee: Katherine Allen (absent)

Written and oral report provided by Cathy Rogers.

Cathy Rogers noted the slate of officers for 2009-2010 has been filled according to terms and the Parliamentarian, Youth, and Nominating positions will be appointed. Additionally, Brenda Williams serves as the Chair for the Simply Florida Cookbook Project.

Youth Committee: Martha Maddox (absent)

No written report submitted.

Members noted that the call for award entries has not been distributed to the membership yet.

UNIFINISHED BUSINESS:

2009 NEAFCS Contribution Request: Diann Douglas

Diann stated that she sent a letter to National declining sending \$300 as a contribution for start-up funds for creation of a cookbook. She voted against this project because of our first commitment to our Simply Florida Cookbook Project.

***Simply Florida* Marketing Campaign: Brenda Williams**

Brenda Williams provided an oral report. Written report submitted by Chris Kilbride.

Brenda led a detailed discussion of the status of this project. She noted that as of April 2009 we still owe the publisher \$24,930.96. She stated that we are in the third year, while it should have been paid in the first year.

Brenda suggested as one option to payoff our debt is to have each member buy two boxes of cookbooks (\$320 total). Another suggestion was to send the publisher \$5000 from our \$8,000 savings to bring the balance down to about \$19,000.

Brenda stated her concern of this debt to our Association and that we must re-group and become more aggressive in determining and implementing a strategy that will enable us to complete this project.

Michael Gutter agreed that the current debt situation needs to be rectified as soon as possible. He noted that this is a liability that needs to be resolved.

Michael moved that we make a substantial payment (\$5000) toward the cookbook from the Association's savings account. Cathy Rogers seconded the motion. Motion passed.

Diann Douglas asked for each District to assign one person to work with Brenda Williams to accelerate the completion of this project.

Laura Royer said she would send Brenda Williams the names of our new members for possible recruitment on this committee.

Brenda Williams urged members to be creative in their marketing ideas. She noted one effort she made a few months ago was sending a request to be featured on the Oprah Winfrey Show. She has not received response from that request.

Members also discussed the possibility of a media promotion in June to celebrate Mary Harrison's birthday and death.

Laura Royer suggested requesting Dr. Nayda Torres contact her national colleagues that knew Mary Harrison.

NEW BUSINESS

Friend of FEAFCFS and State Specialist Award: Julie England

Julie led a discussion regarding selection of the Friend of Extension and State Specialist Awards.

The Friend of FEAFCFS entries were Paz Kent nominated by Cathy Rogers; Gloria Jasinski, Commissioner Ann Hildebrand and Commissioner Pat Mulieri nominated by Betsy Crisp; and Sherry Harlow nominated by Elaine Courtney.

Michael Gutter moved that Sherry Harlow be selected as the 2009 Friend of FEAFCFS. Julie England seconded the motion. Julie noted that she would contact Elaine Courtney regarding the selection.

At this time Michael Gutter was excused from the meeting room.

The State Specialist Award nominations were for Dr. Linda Bobroff, Professor, Food and Nutrition nominated by Betsy Crisp and Dr. Michael Gutter, Assistant Professor of Family Financial Management nominated by Lisa Leslie.

Laura Royer motioned that Dr. Michael Gutter be selected as the 2009 State Specialist of the Year. Meg McAlpine seconded the motion.

Donations for Program of Excellence Awards: Brenda Williams

Brenda Williams led a discussion regarding the funding history of this award. There is no clarification from EPAF. Members noted that in past years funds for monetary, plaque awards, and pen sets were provided by various sponsors such as Publix and Department of Agriculture. However, Diann added that we were advised not to solicit sponsorships and thus have not received support in recent years for this award.

Laura Royer noted an error on the carry-over figure for the Association Awards Plaques category from the 1/01/2008 to 12/31/2008 budget report and the 1/01/2009 to 4/30/2009 budget report. The 2008 budget report indicates an actual expenditure of \$392.60 with a proposed expense of \$1500. The 2009 budget report indicates a proposed expense for this category as \$150.

Meg McAlpine recognized this to be an input error and would correct for the record. She indicated that the actual expenses in 2008 for awards were \$856.50.

Members discussed the implications of not having sufficient funds to purchase award plaques for our membership.

Diann Douglas mentioned that since her county paid almost \$800 to cover the cost of her Association travel, this should help off-set that error leaving a deficit of only \$550 ($\$700 - \$150 = \550).

Laura Royer suggested that Meg McAlpine work with Martha Maddox to determine the most economical way to fund the award plaques. They should consider different types of plaques (less than \$50 each) and possibly eliminate the wood pen sets since many Agents have already received them. She also suggested eliminating the monetary award for the Program of Excellence Awards.

Laura Royer motioned to suspend all cash awards for 2009 and re-evaluate for next year. Meg McAlpine seconded the motion. Motion passed.

NEAFCS 75th Celebration: Judy Corbus

Judy Corbus and Diann Douglas led a discussion regarding the upcoming NEAFCS 75th conference in Birmingham, Alabama September 15-18, 2009. There are about five board members attending. Laura Royer suggested carpooling.

Diann Douglas stated that Florida and Oklahoma will share table space to sell cookbooks. The cost for sharing the space is \$37.50.

Judy was explaining that in recognition of the 75th Celebration, States are being asked to compile a history of their affiliates. Diann Douglas noted that some of our history is in our cookbook.

Judy Corbus is going to put together a committee to help with this project including retired agents such as Nettie Ruth.

NEAFCS Living Well Cookbook

Diann Douglas and Samantha Kennedy voted against support of this national cookbook project because of our first commitment to our cookbook project. Specifically, they want each state to submit a recipe with information. Then each state must buy a certain number of books at \$25 each before resale. They stated that the main purpose of this project is to raise funds for National with a small amount for the states.

JCEP Southern Regional Workshop: Samantha Kennedy

Samantha Kennedy shared her experiences at this meeting including a discussion about ethics and the cookbook/resources project that is underway.

PILD – Washington D.C.: Diann Douglas

Diann Douglas noted that this was an excellent meeting providing a wonderful opportunity to educate our legislatures and their staff about the relevance and importance of Family and Consumer Sciences.

Sunbelt Expo – Booths (sustainability): Diann Douglas

Diann Douglas informed the members of the opportunity for our Association at the Annual Sunbelt Expo in Moultrie, Georgia October 20-22, 2009. Both Diann and Judy Corbus are on the committee for this event.

Diann Douglas explained that IFAS already has a building with display area. They put out a call for “sustainability” themed booths. She emphasized the importance of our presence at this event and the relevance of our participation especially in this area. She noted how financial education would be very appropriate for inclusion in this area.

Members were in agreement and supportive of this effort.

Announcements: Diann Douglas

Fall Board Meeting – Set Polycom Date

Diann Douglas explained that the fall board meeting will take place prior to EPAF to allow members to participate in additional in-service trainings added as a result of the cancelation of the IFAS Symposium.

Diann Douglas provided some possible dates and indicated since several members were absent that she would send an e-mail with two possible dates for voting. The suggested dates are August 18th and 25th.

Volunteers for NEAFCS – Birmingham, Alabama

Diann Douglas encouraged members to take advantage of volunteer opportunities at the National Conference.

Additional Comments:

Brenda Williams suggested Meg McAlpine form a finance committee to discuss the possibility of a dues increase for next year.

Cathy Rogers motioned to adjourn the meeting. Laura Royer seconded the motion.

Meeting adjourned at 12:15 PM (EST).

Respectfully submitted,

Nancy Gal, FEAFCs Secretary

Upcoming Dates:

June 23 - 25, 2009

August 30 – September 3, 2009

September 15 – 18, 2009

October 20 – 22, 2009

Association of Counties – Marco Island

EPAF – Orlando, Florida

NEAFCS – Birmingham, Alabama

Sunbelt Expo – Moultrie, Georgia