

Florida Extension Association of Family & Consumer Sciences

Executive Board Meeting

December 2, 2008

Gainesville, Florida

In Attendance:

Diann Douglas, Brenda Williams, Nancy Gal, Julie England, Judy Corbus, Rita Law, Michael Gutter, Samantha Kennedy, Heidi Copeland, Laura Royer, Mary Beth Salisbury, Cathy Rogers, Jacqueline Gibson, and Katherine Allen.

Call to Order:

President Diann Douglas called the meeting to order at 10:15 A.M. (EDT) and welcomed everyone.

Thought for the Day:

Samantha Kennedy gave the Thought for The Day.

Agenda Approval:

There were three corrections made to the Agenda – correct spelling of Julie England's last name, change of Rita's last name to Law from Law-McCumber, and replace Dr. Amy Simonne with Dr. Michael Gutter as UF campus representative.

Julie England motioned to adopt corrected Agenda; Michael Gutter seconded the motion.

Minutes and Correspondence:

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

Nancy Gal reported that on August 4th a sympathy card on behalf of FEAFCFS was sent to Pam Allen on the passing of her mother.

Treasurer's Report:

Written report submitted by Meg McAlpine. Brenda Williams gave an oral report in her absence. She noted we are solvent based on the income, expenses, savings and checking amounts presented in the report.

Currently there are approximately 65 paid members for 2009. Goal is to increase membership to 80. The National timeline for paying dues has moved to December 5th which could have been an issue for timely receipt of some county payments.

DISTRICT DIRECTOR REPORTS:

Northwest: Joan Elmore (absent)

Written report submitted.

Northeast: Cathy Rogers

Written and oral reports submitted.

Central: Julie England

Oral report submitted. Wendy Lynch is a new Agent in the District.

South Central: Celia Hill (absent)

No report submitted.

South: Jacquelyn Gibson

Written and oral reports submitted.

Campus: Dr. Michael Gutter

Written and oral reports submitted.

- Noted that Heidi Radunovich had a baby girl and the family is doing well. He shared that the FYCS Department has been very successful in securing grants for state projects as well as multi-state projects. He briefly discussed the “America Saves” and the “Small Steps to Health and Wealth” programs.

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

Diann provided an oral report. She shared that the Nutrition position (60% Extension) was offered and accepted by Dr. Karla Shelnett.

COMMITTEE REPORTS:

Finance: Brenda Williams (reporting for Meg McAlpine)

Written and oral report submitted.

- Brenda Williams noted that there is \$2400 allotted for three members (\$800 each) to attend the PILD (public policy conference). Only two members attended this year (Brenda was unable to attend) and therefore there is an excess of \$800. Mary Beth Salisbury noted that a few years back she had an anonymous donor pay for a third person. However, that donation is no longer available. Currently, the Association continues to support three members without that donation.

- Brenda made a motion to forward the unspent \$800 for this year to the cookbook publisher. Julie England seconded the motion and was passed unanimously.

- Brenda also commented about the Professional Development Award of \$500 which supports two, \$250 dollar scholarships. The funds for this award have come from proceeds from the EPAF auction. However, this year the Association only received \$298.00.

Bylaws/Handbook: Samantha Kennedy Oral report submitted.

Due to the date change in National membership dues (December 5th) this Committee will review our By-Laws regarding membership status (Section 4- Article 3).

Public Affairs: Heidi Copeland Oral report submitted.

- Members were encouraged to review the most recent article in the NEAFCS Journal from Barbara McNeill on evaluation (outcomes and impacts).

- Our booth at the Association of Counties was very well received as were our baskets. Compliments to Mary Sue Kennington for helping to assemble them.

- Members discussed the where about of a CD “Living Well” that was given to a Florida representative at Galaxy. At this time no one knows who it was given to.

- One of our priorities is to promote both “Living Well” and “Florida Saves” through a variety of marketing strategies including correspondence and handouts.

- Heidi Copeland discussed a community coalition survey from National that is due in April 2009. Mary Beth recommended using Survey Monkey or something similar. Michael offered to work with Heidi on this assignment.

- Heidi and Michael discussed funding for multi-state projects. Two were for the Rutgers “Small Steps to Health and Wealth” and University of Nebraska-Lincoln “Juvenile Diversion” programs.

- Michael explained that the \$3,000 grant would be used to initiate the “Small Steps to Health and Wealth” program in Florida by purchasing books for the Agents and promotion materials.

Member Resources: Laura Royer Oral and written report submitted.

- Laura Royer indicated that the committee is working on a brochure for new agents encouraging them to join the Association.

- Julie has initiated a project within the Central District to develop a list of programmatic resources to share with all districts. This effort would also include creating an e-mail list of all agents by subject matter responsibility.

- Laura noted that the committee still welcomes new agents with a welcome letter. She suggested broadening our recruitment efforts by providing a reception for new agents at EPAF.

- To support and increase professional networking some of the districts coordinate several meetings during the year that are considered in-service training.

- Heidi shared that twice a year, program implementation teams comprised of FCS Agents from geographically central counties from Florida, Georgia and Alabama meet. These meetings are open to all Agents in the three states.

Awards/Recognition: Rita Law **Written and oral report submitted.**

- In a few weeks 2009 National Awards information will be sent to all agents.
- The due dates for the three categories of National Awards are: February 15th, May 1st, and June 1st.
- Rita law encouraged all members to consider submitting entries.

Professional Development: Judy Corbus **Written and oral report submitted.**

- Information on upcoming opportunities will be communicated to the membership in the coming months.
- Judy Corbus noted the deadline for the *America Saves* Mini Grant Application is December 12, 2008. She referred members to Dr. Michael Gutter as he is our State Specialist and representative in this effort.

Nominating Committee: Katherine Allen **Oral report submitted.**

- Katherine recommended Jane Corless serve as the At-large member on the nominating committee. Cathy motioned to accept this recommendation. The motion was seconded by Brenda and passed unanimously.
- Additionally, each of the District Directors will serve on the nominating committee.

Youth Committee: Martha Maddox (absent) **No report submitted.**

UNIFINISHED BUSINESS:

Adoption of 2009 Budget: Brenda Williams

- Brenda commented that she is working with Meg McAlpine to clarify certain items in the proposed 2009 budget. One item is to keep the dues in the current year. This will make clear the income and show that it exceeds the expenses. Another item is the projected income is based on 80 members and we currently have approximately 65 members. However, this number may very well be higher as counties are paying dues after the new National deadline of December 1st.
- The Professional Development Award has traditionally been available for two Agents at \$250 each. This Award was funded by the proceeds of the EPAF auction. If we do not raise enough money at the auction, as we did not this year (\$298), should we continue? Laura expressed concern in cutting this scholarship because it is an important membership benefit. Diann said to leave the Professional Development Award as it stands.
- The PILD was discussed in reference to the number of members that should be funded to attend. As discussed earlier, we traditionally have only approved to send two members. The other issue mentioned was whether it is worth our while to attend. Would the money be better spent somewhere else such as to promote our programs. Brenda reminded the members of the \$20, 775.00 we still owe the publishing company for the cookbooks.

Heidi emphasized the importance of not only having agriculture represented at that conference. Brenda made the point that if we only send two members we save \$800 and we can still be represented. **Laura motioned to eliminate one \$800 scholarship to PILD. The motion was seconded by Michael and passed unanimously.**

- Laura inquired about the 4-H Agent Award. It is listed as \$25 for both 2008 and 2009, yet it is for a \$25 cash award plus a plaque. Members discussed this discrepancy with no action taken.

- Mary Beth questioned the use of funds for the Florida Association of Counties. Diann explained that the funds were used for hotel, food and travel to the meeting. It will be in Marco Island next year. Usually, agents from the area attend to minimize cost. She noted that this item could be reduced. She added that we purchased items for the baskets in addition to donations to enhance their quality.

- Mary Beth acknowledged that we have met budget and recommended no changes at this time, but to track it for next year.

- Diann addressed the members for consideration to forward the proposed budget to the membership for voting. Brenda and Michael noted that we need to be more accurate in our current membership count and projected goal of 80 members. Brenda added that there are only two State Faculty members. We should encourage more to join. Also, as we encourage new Agents to join, it is important to remind them that they must be members in order to be eligible to apply for National Awards. Diann asked Laura to send another reminder to agents regarding the December 5th deadline for dues. Laura inquired whether non-members should be able to present at EPAF. Members noted that the guidelines state membership in one of the associations is necessary to present.

- Diann asked members if we could forward the budget as presented onto the membership for a vote. **Mary Beth made a motion to accept the 2009 Budget and to forward it to the membership for a vote. Brenda seconded the motion and was passed unanimously.**

Simply Florida Marketing Campaign: Brenda Williams

- Members discussed the current status of the Simply Florida cookbook promotions and sales. Brenda shared that we received \$6,250 from selling books to the IFAS bookstore as well as making a profit of \$789.00 (\$804.00 collected) from the EPAF Opportunity Baskets. All proceeds will go to the publisher. It was mentioned that Duska Dorschel recently sold 40 cookbooks.

- Brenda noted that we still have approximately \$20,000 more to collect before we can begin the profit part of this project. At the current price of \$20 per cookbook (on-site sale) that is about 1,000 books.

- Laura shared some unique suggestions for selling the cookbooks such as gator events. Mary Beth suggested that Dr. Torres contact the research center directors to give their donors a cookbook.

Adjourn – 12:05 p.m. (EDT)

Respectfully submitted,

Nancy Gal, FEAFCS Secretary

NOTES!!

Up-coming Dates

December 5, 2008

February 10-12, 2009

April 27-29, 2009

June 23-26, 2009

August 30 – Sept. 3, 2009

Sept 15-18, 2009

2008 FEAFCS Dues Deadline

JCEP Southern Region Workshop

Regal Sun Resort, Orlando, Florida

PILD – Washington D.C.

Association of Counties - Marco Island

EPAF – Orlando, Florida

NEAFCS –Birmingham, Alabama