



**Board of Directors and Committee Chairs**  
**Meeting, Wednesday, June 8, 2022**  
**Via Zoom**  
**Minutes**  
 Submitted by Alda Norris, Secretary

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|----------------------------------|--------------------|
| <b>Call to Order – Huetteman</b> |                    |
| 1:03 PM EST                      | 14 members present |

| <b>Roll Call – Norris</b>  |   |   |   |
|--|---|---|---|
| <b>Officers</b>  |   | <b>Regional Representatives</b>   |   |
| Julie Huetteman (NC), President                                    | X | Adeola Ogunade, Northeastern  | X |
| Teresa McCoy (NC), President-Elect                                 | X | Lisa Kaslon, North Central  |   |
| Steve Siegelin (W), Past President                                 | X | Marina Denny, Southern  | X |
| Alda Norris (W), Secretary   | X | Lendel Narine, Western  |   |
| Meredith Weinstein (S), Treasurer                                  | X | Cynthia Wilson-Willis, 1890s  |   |
|  |   | Vacant, 1994s   |   |
| <b>Committee Chairs/Co-Chairs</b>                                  |   |   |   |
| Amanda Rysz (NC), Awards & Recognition                             |   | Jeremy Elliott-Engel (W), Awards & Recognition  |   |
| John Diaz (S), Conference  |   | Vikram Koundinya (W), Conference  | X |
| Suzanna Windon (NE), Finance                                       | X | Julie Robinson (S), Finance   |   |
| Carrie Stark (W), Marketing  |   | Cheryl Newberry (W), Marketing  | X |
| Brad Sewell (NC), Membership                                       | X | Terrence Wolfork (1890s), Membership  |   |
| Sarah Baughman, Professional Development                           | X | Michelle Gaston, Professional Development   | X |
| Steve Siegelin (W), Nominating                                     | X | Teresa McCoy (NC), Policy & Resolution  | X |
| <b>Liaisons</b>  |   |   |   |
| Kristi Farner (S), JCEP PILD Representative (2 <sup>nd</sup> Yr.)  |   | Laurie Chandler (NC) JCEP PILD Representative (1 <sup>st</sup> Yr.) – officially started term |   |
| Jared Morrison (NC), JCEP ELC Representative (2 <sup>nd</sup> Yr.) |   | Mary Fran San Souice, JCEP ELC Representative   | X |
| Marina Denny (S), JOE Representative                               | X |   |   |
| <b>Webmaster</b>   |   |   |   |
| Tom Payne  |   |   |   |
| <b>Guests</b>  |   |   |   |
| None   |   |   |   |

A quorum was declared.

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| <b>Approval of Consent Agenda – Huetteman</b>   |
| Huetteman recommended approving amended May minutes, June agenda and May Treasurer’s Reports. |

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|---------------|-----------------------|----------------------------------|-----------------------|
| <b>MOTION</b> | Accept consent agenda | <b>MOVED/2<sup>ND</sup>/VOTE</b> | Siegelin/McCoy/passed |
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Discussion: None

Reports of Officers:

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| <b>President's Report – Huetteman</b>   |
| <ul style="list-style-type: none"><li>• Thank you to all our officers, representatives and committee members for your hard work.</li><li>• Accomplishments: Successful Unconference. Tax documentation was submitted. Nominations are coming in. More people are showing interest in the Association. Fall conference registration is live and hotel reservations are available. Virtual Summer School is next month. Awards to be announced soon.</li><li>• Board is reviewing its nonprofit status and getting feedback from consultant Helms-Briscoe.</li><li>• Huetteman submitted a letter of interest to AFRI for a conference grant, waiting for a decision on July 2.</li><li>• Website has been updated with “donate” links in multiple dropdown menus. People can send a check, pay online, or even get an invoice first. Thank you to Weinstein and Newberry for working on this.</li><li>• Please share the sponsorship letter widely. See if your director is willing to provide support beyond your attendance. If not a cash donation, perhaps covering printing costs, providing pens, bags, etc. Is there a vendor you work with on a regular basis that you could talk to about sponsorship?</li><li>• There will be both a banner at the conference and slides with logos of all our donors.</li><li>• Newberry asked for how many in-kind donations of products like pens to plan for, and Huetteman estimated a range of 80-135 attendees.</li></ul> |

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| <b>Secretary's Report- Norris</b>  |
| <ul style="list-style-type: none"><li>• Reminder that all documentation for board member work should be placed in Box.com</li><li>• If committee chairs need assistance navigating Box, contact Alda for a help session.</li><li>• Weinstein needs the information listed in an email attachment for tax purposes.</li></ul> |

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| <b>Treasurer's Report – Weinstein</b>  |
| Related to our nonprofit status, Weinstein must explain why our activities qualify as educational. She needs descriptions, number of participants, survey data and other details for professional development opportunities that we've expended funds on. Contracts for speakers and hotels, marketing materials, etc. should also be uploaded. For awards, make sure there is a list of the awards, winner names and addresses, justifications for selection, nomination letters, etc. Lists of Zoom attendees from webinars is helpful because we don't otherwise have an online registration list for virtual sessions. Please use Box.com to make sure information stays with the organization for the future and not just on individual desktops. |
| <b>Treasurer's Report (05/31/22)</b>   |
| <b>Account balances total = \$81,930.79</b>  |
| <b>Year-to-Date Expenditures: \$2,999.94</b>   |
| <b>Year-to-Date Income: \$7,450.00</b>   |
| <b>Year-to-Date Net Income: \$4,450.06</b>   |

Reports of Regional Representatives:

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| <b>Ogunade, Kaslan, Denny, Narine, Wilson-Willis</b>   |
| <ul style="list-style-type: none"><li>• Ogunade sent the newsletter out to the Northeast region, and encouraged people to submit to the conference. Will try to send information at least quarterly. Is creating a survey to gauge interest in scheduling a regional networking event.</li><li>• McCoy spoke with Kaslan and will prepare the next communication with her region.</li><li>• Denny sent a version of the newsletter to ASRED, the Association of Southern Rural Extension Directors. She also reached out to lapsed members, some of whom have a conflict with renewing until the start of the next fiscal year in October. That is after the June 30 date to be in good standing for the conference.</li><li>• Narine recently presented at NACDEP in Indianapolis.</li><li>• Wilson-Willis was able to attend the most recent membership meeting.</li></ul> |

Reports of Committees:

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| <b>Awards &amp; Recognition</b>                              |
| <ul style="list-style-type: none"><li>• No report.</li></ul> |

### Conference – Diaz & Koundinya

- Seeking approval of Plan of Work (POW) and budget, including shipping equipment from site to site. See motions under New Business.
- Officers discussed a \$500 fee (includes registration and table) for exhibitors. This is in line with the Savannah Conference. The fee choice will be added to the registration website shortly.
- Huetteman is researching how to ensure travelers can book a room for one day before and/or one day after the conference with the conference rate to extend their time in Florida, if desired. Our package with the hotel covers beach chairs for each room!
- The submission deadline was Monday, June 6. Stay tuned for the final count of proposals.
- Looking for ideas of how people can meaningfully connect at the conference.
  - Baughman suggested slightly longer breaks between sessions, and drop-in roundtables on topics of common interest.
  - Gaston suggested having the topic tables at breakfast and lunch.
  - Denny suggested a fishbowl for business cards so that interest lists can be created.
  - Ogunade suggested encouraging lunches with regional peers, and Huetteman said the regional reps will be facilitating regional meetings outside of meals too.
- Newberry asked for a tentative schedule including any pre-conference board meetings. Huetteman said Diaz will post a schedule to the website soon.
  - On Monday there is exhibitor set-up time, a board meeting at 4pm, and a new member and mentor/mentee reception at 5pm.
  - Tuesday starts with breakfast and opening sessions, then concurrent sessions, with posters and a reception at 5pm.
  - Wednesday is more concurrent sessions, with a business meeting right after lunch. Board members should present their end-of-year report, and duties are handed off to new electees. There will be breakout times for regions and committees this day. Dinner is on your own.
  - Thursday is a half day with breakfast, concurrent sessions, and closing session ending at Noon. The new president (McCoy) and 2023 board will have their first official meeting at breakfast.

### Finance – Windon

- No report

### Marketing – Stark

- Newberry noted they are gathering a database of contacts to market to, pulling committee rosters from regional sources. The committee is also working on a one-pager and social media graphics.

### Membership – Sewell

- The committee met May 31 with all representatives in attendance. They discussed reaching out to new or lapsed members and securing dues payments by the end of June.
- The group clarified that there will still be a separate new member session at the conference on Monday. Goals for regional breakout sessions are forthcoming.
- A reminder for board members to attend the conference so that a quorum is present.
- The committee plans to put records of regional communications in Box for next year's reps. Information was shared at their meeting on using the ECOP website to contact regional directors.
- NAEPSPD currently has 217 members, up 7 from last month, with one less lapsed out of 25.
- Weinstein inquired whether it is fair to have people pay dues and then a conference penalty a few months apart. Also, the difference between conference fees is less than the cost of membership.
- Denny concurred on wanting to incentivize joining, and asked if membership could be based on 12 months from when a member actually pays, rather than everyone having to pay by June 30. Newberry expressed concern about the record-keeping aspects. Siegelin said a team looked at the possibility two

years ago, and the board changed things so that conference registration pays for next year's dues. A lack of good standing means some people will become ineligible for awards and officer positions.

- Huetteman asked McCoy to revisit the issue of when membership renewals can and should be counted.
- Newberry asked if there could be options for two different methods of payment allowed for membership versus dues for professionals who are not allowed to use state funds for membership.
- Dues coverage through work appears to vary by state; In California they are, in Alaska they are not.
- Weinstein will check consistency of non-member rates and 2023 membership dues on web page

#### **Professional Development – Baughman & Gaston**

- Baughman said the committee is meeting soon to finalize details for Virtual Summer School and hopes to distribute a schedule by June 17th. The theme is staff development, pipeline to promotion.
- Gaston reported on May's Unconference, 30 registered and 20 attended. The first three breakout rooms covered 1. evaluation of virtual programming, 2. strategies to grow Extension skills, and 3. onboarding. The second round of breakouts covered 1. Salesforce and 2. multistate collaborations. There are notes from the discussions in Box.

#### **Nominating – Siegelin**

- Siegelin explained that the committee is only active a couple months each year, led by the past president.
- This year the committee, consisting of past presidents and regional reps, is conducting business primarily through email. Others are welcome to join.
- Siegelin will work with Sewell to make sure the June email goes out to the full membership list.
- Twenty-three nominations have been received so far, with eight accepted, eight declined and others in consideration.
- There will be a competitive election for secretary, and Siegelin would like to see one for president. We need more nominations for regional reps as well. The link was placed in the chat.

#### **Policy & Resolution – McCoy**

- McCoy attended a JCEP meeting and became aware of whistleblower policies as a norm for nonprofits. This is a policy for organizational procedures, not an insurance policy.
- McCoy will look at sample policies online from the National Council of Nonprofits. Please share any examples you may have from your other organizational memberships.

Reports of Liaisons:

#### **JCEP / Extension Leadership Conference (ELC) – Morrison & San Souice**

- Huetteman welcomed San Souice to the board.
- Huetteman explained that these liaison positions are staggered. Morrison is entering his second year and San Souice is joining us for her first. They help plan the ELC conference.
- San Souice said she has connected with JCEP.

#### **JCEP / Public Issues Leadership Development (PILD) – Farner & Chandler**

- Huetteman explained these liaison positions are also staggered. Farner is entering her second year and Chandler is joining us for the first. Please let colleagues know that liaison positions are great opportunities for leadership.
- The group just got started with planning, and PILD dates are set on the website.

#### **Journal of Extension – Denny**

- Nothing to report.

#### **Webmaster - Payne**

- Nothing to report.

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| <b>Unfinished Business</b> |
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- None.

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| <b>New Business</b> |
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- Conference Committee POW and budget for 2022
- Overall organizational proposed budget for 2022 (Sent as attachment, and Weinstein screenshared). There was one correction to the A/V budget, which should be \$4000 instead of \$4900. Weinstein will update the conference total and overall total expenses to show the \$900 difference.

|               |                                       |                              |                       |
|---------------|---------------------------------------|------------------------------|-----------------------|
| <b>MOTION</b> | Approve 2022 Conference Committee POW | <b>MOVED/2<sup>ND</sup>/</b> | Denny/Siegelin/Passed |
|---------------|---------------------------------------|------------------------------|-----------------------|

Discussion: None

|               |  |                              |                         |
|---------------|--|------------------------------|-------------------------|
| <b>MOTION</b> | Accept proposed 2022 conference budget | <b>MOVED/2<sup>ND</sup>/</b> | Siegelin/Ogunade/Passed |
|---------------|--|------------------------------|-------------------------|

Discussion: None

|               |   |                              |                       |
|---------------|---|------------------------------|-----------------------|
| <b>MOTION</b> | Accept corrected 2022 organizational budget | <b>MOVED/2<sup>ND</sup>/</b> | Siegelin/McCoy/Passed |
|---------------|---|------------------------------|-----------------------|

Discussion: Weinstein encouraged the board to consider a change in type of nonprofit, as we are a better fit with an educational foundation status rather than an endowed private foundation. Huetteman stated she will reach out to Helms Briscoe to discuss the issue. Siegelin called the question.

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| <b>Adjourn</b> |
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| <b>1:38 pm EST</b> |
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|---------------|---------|------------------------------|---------|
| <b>MOTION</b> | Adjourn | <b>MOVED/2<sup>ND</sup>/</b> | Norris/ |
|---------------|---------|------------------------------|---------|

**Next meeting:** Wednesday, July 13, 2022, 1:00 p.m. ET via ZOOM.