



Board of Directors and Committee Chairs
Meeting, July 1, 2021
Via Zoom
Minutes
 Submitted by Catie Croft, Secretary

Call to Order – Siegelin			
Siegelin called the meeting to order at 12:01 p.m. ET			

Roll Call – Wolfork			
Officers		Regional Representatives	
Steve Siegelin (W), President	X	Teresa McCoy, North Central	X
Julie Huetteman (NC), President-Elect	X	Fran Sulinski, North East	X
Catherine (Catie) Croft (1890s), Secretary	X	Ken Jones, Southern	X
Meredith Weinstein (S), Treasurer	X	Rebecca Sero, Western	X
Terrence Wolfork (1890s), Past President		Cynthia Wilson-Willis, 1890s	X
		Vacant, 1994s	
Committee Chairs/Co-Chairs			
Vikram Koundinya (W), Awards & Recognition		Amanda Rysz (NC), Awards & Recognition	X
Suzanna Windon (NE), Finance		Julie Robinson (S), Finance	
Carrie Stark (W), Marketing	X	Cheryl Newberry (W), Marketing	X
Catie Croft (1890s), Membership	X	Ken Jones (S), Membership	X
Mary Halbleib (W), Professional Development	X	Danae Wolfe, (NC), Professional Development	X
Julie Huetteman (NC), Resolutions & Policy	X	Terrence Wolfork (1890s), Nominating	
Cynthia Wilson-Willis (1890s), Conference	X	Matt Benge (S), Conference	X
Jennifer Bates, HelmsBriscoe		Latasha Ford (1890s), Conference	X
Liaisons			
Katy Gottwald (S), PILD Representative (2 nd Yr.)		Terralon Chaney, (1890s) PILD Representative (1 st Yr.)	
Marina Denny (S), JOE Representative	X	Julie Huetteman, (NC), JCEP Representative	X
		Jared Morrison (NC), JCEP Representative	X
Webmaster			
Tom Payne			
Guests			

Approval of Consent Agenda – Siegelin			
The consent agenda was emailed to the board prior to the meeting. Weinstein made a correction to the budget update. Siegelin mentioned the three memberships on the treasurers report and Weinstein clarified the amount that was stated on the report.			
MOTION	Accept the consent agenda for today’s meeting.	MOVED/2ND/VOTE	Wilson-Willis/Weinstein/Passed

Reports of Officers:

President's Report – Siegelin

Siegelin reported last month to getting the new PILD liaisons identified for the next two years and would join Terralon Chaney from Fort Valley State University. The term would begin this conference cycle. Kristie Farner from University of Georgia has agreed to accept that role. Siegelin gave a huge thank you and congratulations to Danae Wolfe for her new position with the Nature Conservancy for Ohio.

Treasurer's Report – Weinstein

Treasurer's Report and Budget Update for June 2021 were sent via email.

June Treasurer's Report

Account balance total =

Net income =

YTD net income:

Budget Update, June 2021:

Two regular members paid and one student member paid this month.

Reports of Committee:

Professional Development – Wolfe, Halbleib, Mashburn

Wolfe mentioned that the official marketing materials from Mashburn came in for summer school. The theme for summer school this year is Moving Extension Forward: Lessons and Strategies from the Pandemic. Everyday for a week there will be a 1 hour webinar that will begin at 3:00 pm EST. Wolfe put all marketing materials and the registration link in the chat box for the board.

Nominations – Wolfork

Siegelin mentioned looking at nominations for president elect, regional reps, secretary, & treasurer. Send Wolfork nominations so that he can contact that individual.

Conference – Wilson-Willis, Bengé, Ford

Benge mentioned that the call for proposals have been out for over a month and right now they are waiting for proposals. Currently there are 8 proposals submitted and last year there were 50 proposals submitted. Benge stated that there is not a sample agenda yet because they are waiting to see how many proposals are submitted and build a program around the proposals in different categories. Benge anticipates having a draft agenda in August so individuals can begin registering for the conference.

The tech team for the conference is Benge, Ford, Huetteman, Shelley, & Carmichael. There is a upcoming meeting to discuss roles and responsibilities and how the conference will work. Wolfe shared last year's tech team conference materials with Benge.

Benge discussed that the last committee meeting went over next year's committee chair & John Diaz has agreed to take the lead with the conference committee for next year. It was also discussed that the next president elect would have someone in mind to chair the conference the year they will be president of the association. The selected person would be the co-chair on the conference committee prior to taking the lead to learn the ins and outs of the committee and how it is ran.

The theme of the conference is: Moving Forward in a New World.

Ford reached out to a graphic designer at Fort Valley State University (FVSU) in the ag communications department and he created the logo last year and he agreed to create the logo for this year's conference again.

Wilson-Willis mentioned a concern that was brought up by a committee member about registration. As it stands there isn't a benefit for existing members who register early. It was asked that is brought to the board for consideration. Right now it is just a flat fee for the virtual conference, there is no discount being offered.

Benge asked Siegelin to add this concern to the new business section of the agenda. Siegelin stated the board took action in June on the registration issue and that the board would need to re-take action on the issue. Siegelin opened the floor for a board member to make a motion and it was decided that registration would stay the same due to no response from the board.

Weinstein asked if there were contracts for next year's conference available. Wilson-Willis said there wasn't any available and reached out to Bates on June 25th and has not received a response back. Wilson-Willis stated that the hotel is holding out on one of the clauses due to force majeure and they haven't included it in the contract yet.

Weinstein asked if there was any updates on the refund status of the \$1000 deposit from the summer meeting. Wilson-Willis stated that the hotel has agreed to it but payment has not been received yet.

Weinstein asked about keynote speakers for the conference this year and Wilson-Willis stated that there are no keynote speakers yet and a survey was sent out and Wilson-Willis stated that the committee will review it.

Discussion

Siegelin discusses the website updates that Wolfe made on summer school and that the website hasn't been updated for awhile. Siegelin opened the floor for discussion on how to move forward with the website and how we can do better and make it better. Wolfe mentioned there being a list of individuals who have access to make updates to the website and having someone trained who can do that, specifically from the marketing committee.

Sero asked who the point person for the website is and Siegelin stated that Tom Payne from Texas AM is. It was mentioned that due to the unresponsiveness from Payne that there is a disconnect on how the website is updated and there needs to be a more specifically identified plan on how to keep the website updated.

Newberry suggested that there be a task force established to help with the website until someone is put in place who can do the website for the association. Halbleib suggested to Siegelin that a call for someone who has graphic design and computer skills to come and assist with the website. Siegelin said he would send an email out after the holiday weekend. Siegelin stated that he will discuss with Payne the changes and see if he would like to participate in the discussions of finding a new IT webmaster.

New Business– Siegelin

Siegelin discussed the decision that was made to switch to a regional rotation with the regional reps to finding a location for future conferences. The rotation started with the Western rep for the 2022 conference. Siegelin asked that the board authorized the western rep be responsible for finding the 2023 location.

MOTION	To start the regional reps. Rotation for conference locations in 2023.	MOVED/2ND/VOTE	Sulinski/Wilson-Willis/passed
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Announcements

Siegelin made the announcement of our next meeting. He also gave thanks to Wolfe on her contributions and congratulations on her new role.

Adjourn

Siegelin ended the meeting at 1:00 PM EST.

MOTION	Adjourn the July 1, 2021 Board Meeting	MOVED/2ND/	Huetteman/Sulinski/passed
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Next meeting: Thursday August 5, 2021 12:00 p.m. EST via ZOOM.