

# NW Regional Extension Council

(Minutes in Bold)

Wednesday, March 12, 2014, 7:00 p.m.

United Methodist Church, 104 W. Samuel, Hamilton MO

John Murphy (DeKalb), Chair  
Secretary

Joseph Frueh (Nodaway), Vice Chair

Jayla Smith (Davies),

State Council, Sallie Jo Potter (Andrew); Kim Martin (Livingston)

Officers April to April/May meeting

Meetings are held the second Wednesday March, June, September and December unless a special called meeting.

## Agenda

1. **Call to Order**—John Murphy, Chair at 7:00 p.m.
2. **Introduction of Guests**—Dennis Gagnon, Director of Communications and Marketing for MU Extension.
3. **Roll Call of Members**—Why you volunteer or work for extension.  
**10 counties represented by 11 members, 8 specialists, 1 administration**  
**County Representatives**  
Sallie Jo Potter, Andrew (State Council)  
Dan Hausman, Buchanan  
Donnie Miller, Buchanan  
Belinda Flick, Carroll  
Mark Hoover, Clinton  
Jayla Smith, Davies  
John Murphy, DeKalb  
Dee Smith, Harrison  
Kim Martin, Livingston (State Council)  
Sheila Oyler, Ray  
Cindi Sims, Saline  
**Regional Faculty and Staff**  
Don Miller, CPD Buchanan/DeKalb  
Debbie Davis, CPD Clinton  
Janet Hackert, CPD Harrison  
Wayne Flanary, CPD Holt  
Whitney Wiegel, CPD Carroll/Lafayette  
Nancy Coleman, CPD Ray  
Amanda Struchtemeyer, CPD Saline  
Jerry Baker, CPD Worth  
Karma Metzgar, Regional Director
4. **Additions or revisions to agenda**—accepted with no revisions
5. **Minutes from previous meeting (December 2013)**—(enclosed and posted on the web at: <http://extension.missouri.edu/nwregion/councilmeeting.aspx>)  
Sallie Jo Potter moved to approve the minutes as posted. Donnie Miller seconded the motion.  
Motion carried.
6. **President's Report**
  - a. Extension Connection event with President Wolfe in Marshall—**He and Sharon attended the Feb. 14 event in Saline County. Very good meeting, not on a very good weather day.**
  - b. Other correspondence
7. **Program Focus**—*The Centennial Celebration—the journey, resources, and celebration plans as we move into the next century of extension. Information on MU Extension marketing and communication efforts--Dennis Gagnon, Director of MU Extension Communications and Marketing.*

Dennis discussed the ways we have communicated with audiences through the years, and how the current times are quite challenging with the wide range of options that consumers use. He also shared about the resources available to



In 2014, we celebrate the 100<sup>th</sup> anniversary of the Smith-Lever Act, which created Cooperative Extension, the forerunner of modern-day MU Extension.



Dennis Gagnon  
DIRECTOR, COMMUNICATIONS AND MARKETING  
Extension and Agricultural Information, MU Extension  
210 Whitten Hall  
Columbi  
Phone: !  
Fax: 57:  
Email: g



councils to use with celebrating the Smith-Lever Centennial. There are downloads along with the presentation he shared at: <http://extension.missouri.edu/staff/communications/100.aspx> Also click on the ribbon graphic on any extension webpage. He mentioned a new service learning project for MU students to occur in each of the 114 counties over the next five years. Similar to the alternative spring break projects. Also, there is a big celebration on May 1 on the MU campus to help connect students to MU Extension.

Cupcakes arranged in a 100 were served for refreshments.

8. **University of Missouri Extension State Council**—Sallie Jo Potter and Kim Martin, NW Representatives
  - a. **News from your state council**
    - i. Budget update—local, state and federal—**updates provided and continue to stay tuned to budget discussions on the state level.**
    - ii. Reports from State Council work groups—County and Regional County Development; County Business Plans; Extension Council Best Practices and the District Option.
    - iii. State Council meeting schedule includes two meetings where regional council chair encouraged to attend (June 19, 2014 before Council to Campus and prior to Legislative Day 2015).
    - iv. Mark your calendar to participate
      - Council to Campus, Friday and Saturday, June 20 and 21, 2014—**you are highly encouraged to participate. Rooms are provided in the door and there are fantastic workshops to attend to learn about your university.**
    - v. Other—**The Fire Rescue Training Institute (FRTI) continues to be discussed. Would like to keep the program designation with MU Extension; Show-Me Value tour to be April 15 in Maryville with target audience being junior high aged students with community leaders joining at lunch; urban programming continues to be a focus with population and elected officials concentrated with the population; STEM is now STEAM—adding arts to Science, Technology, Engineering, Arts and Math; Extension Connection events around the state to be continued in the fall; state council is doing visioning exercise to help plan for the future.**

State Council website: <http://extension.missouri.edu/extcouncil/mecclc.htm>  
County Council resources website: <http://extension.missouri.edu/extcouncil/>

## 9. Old Business--None

## 10. New Business

- a. Regional Council Meeting schedule
  - i. Current meeting schedule—2<sup>nd</sup> Wednesday of March, June, September and December unless a special called meeting. Concern—with councils having annual meetings in February and March—difficult to identify who are the regional council representatives by the 2<sup>nd</sup> Wednesday of March. (agenda for meeting mailed by USPS to those in the database as of 3/5/14 and to CPDs for forwarding to any new representatives)

**No action taken on this item.**

- b. Election of Officers
  - i. Chair
  - ii. Vice-Chair
  - iii. Secretary

**Donnie Miller moved to keep the same slate of officers for the coming year. Dan Hausman seconded the motion. Motion carried. Donnie moved nominations cease and they be elected by acclamation. Seconded by Dan. Motion carried. Officers are John Murphy, Chair; Joseph Frueh, Vice Chair; Jayla Smith, Secretary.**

- iv. State Council Representative—2 year terms as noted by the state council bylaws.
  - Elected 2012—Sallie Jo Potter
  - Elected 2013—Kim Martin

➤ Elected 2014—

**Donnie Miller moved that Sallie Jo Potter serve at state council representative for the term of 2014 to 2016. Dan Hausman seconded the motion. Motion carried. Donnie moved that nominations cease and she be elected by acclamation. Seconded by Kim Martin. Motion carried.**

- c. 2014 Candidate Forum/Program Showcases—Opportunities—**no discussion**
- d. Other

#### 11. Regional Director Update (**handout provided at the meeting**)

- a. Brief announcements from faculty present regarding programming
- b. MU Extension Realignment implementation progress
  - i. Budget update—federal, state and local
  - ii. Programming fees, contracts, grants, endowments
  - iii. Position Coverage/Staffing Updates
- c. Administrative Announcements
  - i. April 15, 2014, Show-Me Value Tour, Maryville
  - ii. Show-Me Value Tour and/or Extension Connection events TBD
  - iii. June 10 and 11, 2014, County Program Director Conference, Columbia

#### 12. County Council Agenda Items

- a. **County Council Audits due June 1.** Good business practice to conduct whenever there is a change in officers or office managers and annually. The audit covers more than fiscal procedures. The guidelines are found at:  
[http://extension.missouri.edu/staff/fiscal/documents/QuickBooks/audit/audit\\_guidelines.pdf](http://extension.missouri.edu/staff/fiscal/documents/QuickBooks/audit/audit_guidelines.pdf);  
Fiscal Policies and Procedures for County Councils is found at:  
[http://extension.missouri.edu/staff/fiscal/documents/policy/Fiscal\\_Policies\\_and\\_Procedures.pdf](http://extension.missouri.edu/staff/fiscal/documents/policy/Fiscal_Policies_and_Procedures.pdf)
- b. **Donor links** available for county webpages
- c. County Annual Program Review—to be now known as **County Program Input Process**—revised timeline for this fall. Piloting a feedback tool in Atchison and Saline County this spring.
- d. **County Funding**-- “County Extension Council Assessment Tool for Viability action plans” for at-risk areas. 3-year at-risk action plan tool to overcome risk areas included in the document. *If you have action plans, continue to review and note progress.* **Business plans will be expected from counties with minimum or funding below guidelines.**
- e. Encourage *all counties to prepare a County Business Plans*—CPDs can download a template from: S:\Special Projects\County Business Plans.
- f. Continue to review the faculty and staff assigned to program in your county and share the programming available to the citizens (can be seen from web page)
- g. Council training modules and videos available at:  
<http://extension.missouri.edu/extcouncil/training/index.html>.
  - i. Extension Council Youth Leadership—check out this module at:  
<http://extension.missouri.edu/extcouncil/ecyl/>
- h. Stakeholder relations—on-going!
- i. Counties wanting to learn more about the *District Option* should visit with the regional director to schedule a presentation.
- j. Other

#### 13. Announcements

- a. Next Meeting—June 11, 2014, 7:00 p.m.
  - i. Location, Hamilton United Methodist Church
  - ii. Agenda Items
  - iii. Program Feature—(your suggestions welcome)
  - iv. Other

#### 14. Adjourn—**Donnie Miller moved to adjourn the meeting. Dan Hausman seconded the motion. Motion carried.**