Present at 6:30 Roll Call:
Dave Kreuter  Mary Oswald  Rob Rambaud
Wicky Sleight  Gretchen Luke  Sylvester Bolden
Lynn Squires  Cheryl Jordan  Bill Rupert
Lisa Thompson  Tim Schmalz  Tracey Howe-Koch

Absent at Roll Call:
Maria Gianino  Eugene Frank  Cynthia Jordan
Jane Kerlagon  Ken Truemper

Faculty / Staff Present at Meeting:
Dwayne T. James, Urban County Director
Melinda Farrar, Bookkeeper
Mary Bolling, Nutrition Program Associate
Doug Swanson, Field Specialist in Labor and Workforce Development

Guests:
Karen Jamerson and Nancy McClain, New council members beginning March 2019
Steve Devlin, Associate Dean, College of Engineering; Senior Program Director, Business and Communities Extension
Jody Squires, Regional Director, Urban Region

Additions to Agenda:
None

Consent Agenda:
Gretchen made a motion and Lynn seconded to approve the consent agenda which included the following items: Minutes of the Business Meeting – January 17, 2019; December 2018 and January 2019 – Financial Reports; and County Director / Engagement Specialist Report. Motion passed unanimously.

Presentations:
Regional Director, Urban Region, Jody Squires introduced Steve Devlin, Associate Dean, College of Engineering and Senior Program Director, Business and Communities Extension.

Campus conducted community conversations with a goal of building greater connectivity with communities. Mr. Devlin provided the All Things Missouri hand-out for reference. Three service gaps and areas of focus were identified: health and nutrition, youth and families, and economic development. Out of the conversations, a County Engagement Specialist (CES) position was created, and, as part of reorganization around engagement, funding changes are planned. Programs with participant fees across the state are being standardized at a 60/40 split. For example, for $100 earned, $60 stays in County, $40 goes to Campus. An additional funding change will reduce competition across counties. Using a standardized fee structure, when combining programming with other counties, revenue will be split based on percentage of participants per county. For example, with 70 participants from St. Louis County and 30 from Jefferson County, $70 goes to St. Louis County and $30 goes to Jefferson County.
Beginning now, to implement a transformation plan, instead of Campus dictating what will happen, Campus will be listening to direction as defined by the communities. Communities will suggest their own needs and agenda to satisfy their markets. The suggestions are to be communicated by the Council to Dwayne and Jody. Dwayne and Jody will then communicate these suggestions to campus. Campus has the final decision as to what to provide and how to find the resources to meet those suggestions. For example, resources can be found locally, in other Extensions, in institutions, on Campus, at UMSL, etc.

Council identifies community gaps
→ Dwayne and Jody notify Campus
→ Campus provides resources

Conversation included questions from Council members about not meeting financial expectations, i.e., Extension operating at a loss from the 60/40 split or not increasing classes/participation. Campus administration expectation is that counties will not operate at a loss and that if community needs are accurately defined, class participation will increase. Per Jody, exceptions will be negotiated for certain programs.

Positive take-away includes that this transformation plan aligns with the collaborative work Council has already been doing with the Specialists. It is also a nimble model of program delivery in which programming can immediately meet the needs of a community in one-off type offerings and less traditional curriculum.

Ready for Action:
2019 Council Budget: Dwayne reviewed income and expense line items, including an expected $8,000 income increase from last year, but a $38,000 loss from expenses, which will require using funds from the future programming budget. To reduce the deficit, Dwayne informed Council of some of the Finance Committee’s suggestions, such as paying for our seats at the annual dinner, purchasing our own apparel, and increasing fundraising efforts. Council unanimously voted to approve the budget, motioned by Bill and seconded by Cheryl.

Chair Report:
Dave requested that per Mr. Devlin’s presentation, Council members come to the March meeting prepared with suggestions for programming and needed resources that we can ask Jody and Mr. Devlin for. A suggested current topic is Better Together’s plan to reunite St. Louis City and County into one Metro St. Louis. Rob suggested Wildwood may be a good target area to have a conversation and Jody said she would talk to Todd about starting this one-off programming. Rob volunteered to help.

Regional Council Report:
Regional Council did not meet in January.

Athletic Ambassador Report:
Sylvester mentioned the athletics department penalties imposed by the NCAA after a tutor was found to have completed assignments for student athletes. The university is appealing the penalties. The athletics department has a $2MIL deficit.

Committee Reports:
- Events – Dwayne reminded Council the annual dinner is March 29th.
  - Tickets are $35 per person or $275 for a table of 8.
  - Dr. Thomas F. George, Chancellor and professor of chemistry and physics at UMSL is the keynote speaker.
  - 2019 is the 40th anniversary of the Storytelling Festival.
  - Three people will be added to the Extension Leaders Honor Roll.
  - Finance Committee suggests Council pay their own way and talk to their municipalities about participation.
  - Register online or contact Amy Armstrong.
**Finance** – Gretchen thanked Council for approving the budget and also cautioned this is consecutively the second year operating with a deficit, which is not sustainable long term. To reduce this years deficit, the Finance Committee will continue to seek opportunity to reduce costs and increase revenue. Council can reduce costs by paying their own way (apparel, annual dinner) and increase revenue by collaborating with specialists and communities to promote programs and to fundraise (sell seats at annual dinner, promote GiveSTL day). Wicky has offered to write grants and looks to Council to identify which grants to pursue.

Gretchen also suggested that we start to develop a robust volunteer program to support the Specialists.

**Marketing** – Tim provided a highlight of the Marketing Committee ideas and plans and Sylvester confirmed Mr. Devlin’s presentation and Marketing plans are in alignment.

- Tim met with Mike Calvin from iHeart Radio to discuss how to market through them. On-air ads have a cost, but are a regional opportunity as St. Charles and Jefferson Counties are reached too.
- Complete more program mapping, like was completed for soil testing.
- Past Council members need reached.
- Bill is in Columbia weekly. Campus has opportunity to recruit from 114 Extension offices.
- Extension should promote all four campuses.
- Create a moveable literature display to take to different events.
- Use media to get the word out. Campus has a top journalism school and campus resources should be used.
- Marketing drafted a letter to Mizzou alumni who work in media. Jody suggested an inventory of resources is conducted as faculty and staff have a relationship with the media.
- Create a Specialists calendar and promote key topic interviews on TV. Anyone being interviewed should participate in media and radio training prior to live interviews.
- Jody suggested articles can be stockpiled to feed to the media.
- Dave Murray’s wife Janice is a media trainer and Bill paid $175 for session with her, Amy, Dwayne. Dwayne wants to continue the conversation, which will help Amy too.
- Marshall Stewart travels to all four campuses to sit with the Chancellor and gives them ½ hour to brag on their respective campuses.

**Personnel** – Dave reported the Personnel Committee met tonight and decided, in agreement with the Finance Committee, to continue the employee benefits insurance program. This expense will be reviewed again next year for resolution.

**Discussion Items:** None

**Announcements / New Business / Other:**
- Nominations for Executive Council are due to Dwayne by March 17th and will be voted on at the March 21st Council meeting. The roles will be filled by four different people. Nominees must have served on the Council for at least one year. Board positions are Chair, Vice Chair, Secretary, and Treasurer.
- Dates for the 40th annual Storytelling Festival are April 25 – May 4, 2019.
- Dwayne introduced new Council members and guests in attendance at tonight’s meeting. Doug Swanson talked about the successful turnout at the recent opioid conference and at the medical marijuana labor law breakfast. Some continuing education credits are currently available for attendees and more may be possible in the future.
- Regional Council representative positions open in March.
- Urban East or State Council positions are also open. Candidates have to have served on County Council. Rob volunteered to serve on the State Council.
- March 28-29 is Council training on campus. Mary, Wicky, Eugene, and Gretchen volunteered and Mary may qualify to attend as a Regional representative.
- Dwayne will email the registration link for the March 1st Building Vibrant Partnerships: Community University Engagement Summit. This is the second year for the summit, and will be held at Cortex Innovation Hall. The cost to go is $15.

Gretchen made a motion to adjourn at 8:20 P.M. Cheryl seconded.