**National Association of Community Development Extension Professionals**

**Board/Committee Chairs**

**MINUTES**

**Friday, March 20, 2015**

**Voting Participants: (Present members highlighted in YELLOW)**

Mark Apel, Western Rep.

Joshua Clements, North Central Rep.

Michael Darger, Past President

Alison Davis, President

Susan Kelly, Southern Rep.

Notie Lansford, Treasurer

Stacey McCullough, President-Elect

Kenyetta Nelson-Smith

Kelly Nix, Northeastern Rep

John Phillips, 1994 Rep.

Michael Wilcox, Secretary

**Non-Voting Participants:**

Kevin Andrews, Historian

Ricky Atkins, TAS

Nancy Bowen-Elzey, Finance

Michael Dougherty, Recognition

Rebekka Dudensing, Marketing

Krishna Ellington, 2015 Conference Committee

Brent Elrod, NIFA

Mary Emery, JOE

Debra Jo Kinsella, PILD

Rose Merkowitz, PILD

Minnie Mitchell-Bishop, Member Services

Brian Raison, Communications

Trudy Rice, Affiliate Policy Committee

Rachel Welborn, Regional Rural Development Centers

**Call to Order:** Alison Davis called the meeting to order at \_\_\_\_\_pm Eastern.

**Approval of the Agenda: \_\_\_\_\_\_\_\_\_\_ moved to approve the agenda. Motion passed.**

**Approval of the February 2015 Minutes:** **\_\_\_\_\_\_\_\_\_\_** **moved to approve the February 2015 minutes. Motion passed.**

**Treasurer’s Report:**

The following reports were upload to Basecamp by Jody Rosen Atkins on March 19, 2015: *2015-nacdep-balance-sheet--feb.pdf* and *2015-nacdep-profit-loss-feb.pdf*.

**Treasurer’s report was filed for audit.**

**Committee/Liaison Reports**

**Natl. Institute of Food & Agriculture (NIFA) Brent Elrod**

Due to inclement weather, the 5 March 2015 Hill briefing entitled “Advancing the Economic Health of Rural America” in 328A Russell Senate Building was postponed. We are currently exploring alternate dates to reschedule the event.

Prior to the, Center directors made it to DC for 4 March meetings with USDA Rural Development and Agriculture Marketing Service and VA Office of Faith-based & Neighborhood Partnerships to discuss current and prospective collaborative opportunities. AMS was effusive in their praise for the work being led by the Northeast Regional Center in support of the Farmers Market Local Foods Promotion project. State workshops are underway across the country. You can access the listings for your state at <http://www.amsta.net/workshops.html>. The [RFA](http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateN&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=FMPP&description=Farmers%20Market%20Promotion%20Program) is now out for the program with a due date of 14 May:

Brent presented to the USDA’s [Know Your Farmer, Know Your Food (KY2)](http://www.usda.gov/wps/portal/usda/knowyourfarmer?navid=KNOWYOURFARMER) stakeholders about the AMSTA project and its connection to the regional centers and CRD work on 10 March. As a result, Brent is scheduled for a follow-up meeting with the Marketing and Regulatory Programs Deputy Under Secretary on 24 March to explore additional potential for collaboration.

RD also expressed their pleasure with the ongoing work led by the Southern Region in support of Stronger Economies Together. The announcement of the SET Phase V award winners went out earlier this week.

Scott Loveridge and Brent Elrod are scheduled to highlight NIFA’s CRD projects and partners with RD field staff in a webinar scheduled 25 March. Scott will include an update on the CAPE project. [Rear Admiral Peter J. Delany, Ph.D](http://www.samhsa.gov/about-us/who-we-are/leadership/biographies/peter-delany), Director, Center for Behavioral Health Statistics and Quality at SAMHSA will also feature the CAPE project during a keynote presentation during Extension’s National Health Outreach Conference in Atlanta. Admiral Delaney will be the Jeanne M. Priester Awards Luncheon speaker on Friday, 8 May. Should you be in attendance, please thank him for the support SAMHSA has and continues to provide. Their funding has injected $7M into the system over the past two years.

Brent will be attending a networking session with representatives of the nation’s regional development organizations as part of the National Association of Development Organizations 2015 Washington Policy Conference on 23 March.

Brent will be moderating a panel for NACDEP/ ANREP attendees to PILD 14 April 8 – 930 EST. Joining me will be NIFA NPLs’ Jill Auburn, Fen Hunt and Eric Norland.

We are exploring convening a federal panel discussion that would include staff from USDA AMS, ERS, and RD during the NACDEP Annual Meeting.

**Regional Rural Development Centers Rep. Rachel Welborn**



**Membership Services Committee Minnie Mitchell-Bishop**

**Communications and Website Committee Brian Raison**

**Marketing Committee Rebekka Dudensing**

(1) The NACDEP marketing committee, in collaboration with the communications and member services committees, continued to work on the value statement and values. Following feedback from board members after the February call, the committee made final adjustments and released the draft products via newsletter and Facebook for comment by the members. To date, we have received one positive comment and 2 likes. Having reviewed other JCEP organization’s formats and terminology, we suggest referring to the products as the vision and values statements. A mock-up of how they might be used on the website is attached to this report.

**Vision:**

Advocating community and economic development programming, while educating and recognizing Extension professionals who develop successful programs and expand resources to strengthen communities.

**Values:**

* Economic and Business Development
* Leadership Development and Civic Engagement
* Local Government/Nonprofits and Public Decision Making
* Land Use Planning and Housing
* Tourism, Arts, and Creative Placemaking
* Core Skills: Facilitation, Inclusion, Collaboration, Analysis, Evaluation, and Planning
* Integrative work on emerging issues across Extension:
  + Environment and climate change
  + Local food systems
  + Public health and poverty

(2) The committee has also reviewed the membership pricing of other JCEP organizations, noting increases in ANREP and NEA-4-H dues. The revised price list is attached. This info is for the board’s information only and does not imply any recommendations for NACDEP pricing.

**Finance Committee Nancy Bowen-Elzey**

No report.

**Nominations Committee Michael Darger**

No report.

**State Affiliate Committee Trudy Rice/Diane Vigna**

**Journal of Extension Mary Emery**

**PILD Conference 2014 Rose Merkowitz/Deb Jo Kinsella**

No report. Reminder that the PILD conference is April 12-15. Early Bird registration ends on March 20th.

**JCEP Leadership Conf. 2015 Alison Davis**

No report.

**Recognition Committee Michael Dougherty**

Awards have been coming in this year at a slower pace than last year. To date (February 20), a total of 24 submissions have been received (47 awards packets were received last year and 33 in 2013).

Because of this slow pace – and other factors such as earlier deadlines associated with an earlier conference and the third submission for awards in 21 months – a decision was made in conjunction/consultation with the executive team to February 27. Notices were sent to members about the date change and the awards descriptions were changed to reflect the new date (Thanks to Ricky). I also received several inquiries seeking to confirm the new date and thanking me for the additional time. (From this, I anticipate a rush of submissions late next week).

There appear to have been no problems associated with submissions being submitted using incorrect or older forms. If any are found, the applicant will be invited to update/expand information and resubmit.

I have received the list of reviewers from all the regions and will be contacting them next week to prepare them for their assignment. I will also be holding the first committee meeting of the year in anticipation of the awards work beginning in earnest.

**Historian Update Kevin Andrews**

No report.

**2015 Annual Conference Stacey McCullough/Krishna Ellington**

* Planning Committee met on February 27, 2015. Next meeting is scheduled for March 27, 2015.
* Committee tweaked the draft conference schedule based on the latest developments, including confirmed speakers and more descriptive session names.
  + Need to build in silent auction and promotion of “squares”
  + Need to specify poster set up and take down times
* Ideas for making conference special:
  + Social media - encourage tweets (possible door prize for first tweet), use of dedicated hashtags (e.g., NACDEP2015, NACDEPRocks) and tweet wall – Susan in charge
  + Provide a photo opp station (by “Le Petite Roche” or elsewhere) – Amanda , Kristin & Rachel in charge
  + Schedule official greeters at airport to welcome NACDEPers – Kim in charge
  + Offer NACDEP postcards
  + Scavenger hunt geared toward relationship building – Minnie in charge
  + Take group photos during mobile workshops – tour hosts will be responsible for doing this
  + Offer signature ice cream – Stacey in charge
* Other
  + Add question to registration form to ask if attending reception on Sunday night
  + Work on evaluation - Rachel, Minnie and Tom
* An updated draft of the conference schedule was posted on the website (2/27).
* Registration opened and was announced in March newsletter. Early bird registration will close on April 17. Hotel reservations in negotiated block must be made by April 24.
* Call for Ignite presentations has been issued. Proposals are due on April 15.
* A special conference edition of the newsletter is being developed for beginning of April.
* A USDA panel session is being organized with representation from AMS, ERS and RD. This will likely be offered Monday morning.
* Presenters who had not yet confirmed participation were sent email reminders on 3/15. A subcommittee is working to slot concurrent sessions with the goal of posting these by March 27.

**Updates from the Regions & Partners (5 minutes)**

**Northeast Kelly Nix**

* Developed and submitted online newsletter that included Membership Renewal and Conference information.
* Reviewed membership renewal list from Association Manager and crossed compared it to previous list.

**North Central Josh Clements**

* Fielded about a dozen inquiries late February/early March regarding timing of Conference registration opening. Most inquiries were individuals simply curious as to when registration would become available so preparations could be made; several noted that the timing seemed late this year.
* Failed to complete draft of NC Region Newsletter I had begun preparing in February. I have blocked time next week to complete – however it is annual reporting time at ISU and so that becomes prime directive.

**Southern Susan Kelly**

Sent a reminder email to the Southern Region about NACDEP deadlines.

Assisted a Southern Region member with membership history and information.

Worked with the region list provided by TAS - Found 6 members with exceptions – sent list to Ricky for clarification

Added 5 members to email list

Added 11 Southern Region members to the Member Sharing Portal

**1890 Kenyetta Nelson-Smith**

No report.

**Western Mark Apel**

• Contributed a Western Region article to national newsletter

• Email sent to 49 western NACDEP members informing them of their lapsed memberships and requesting renewal.

• Informed regional membership of upcoming awards, conference and use of Member Clicks.

**1994/FALCON John Phillips**

No report.

**Joint Council of Extension Professionals (JCEP) Michael Darger/Stacey McCullough/Alison Davis**

**Update from TAS Ricky Atkins**

Since the last board call the NACDEP National Office (TAS) has engaged in the following scope of work.

**Finance:**

* February finances have been reconciled and sent in to Notie Lansford for the board reports.
* TAS has processed approximately 175 Memberships for 2015
* Journal entries were made to bring financials in line with current budget and audit findings

**Communications:**

* TAS distributed the March Newsletter populated with articles submitted by NACDEP Newsletter Editor, Thomas Blaine.
* TAS has been replying to Member and Non-Member emails and phone inquiries regarding any business associated with NACDEP and NACDEP Conferences.

**Membership:**

* TAS has processed 175 memberships for the 2015 Membership Year. (Now 219 Total)
* TAS has been monitoring incoming memberships to assure that we don’t have multiple profiles for any one Member.

**Web:**

* TAS continues to add content for the 2015 conference to the new NACDEP web site
* The March Newsletter has been uploaded to the web site as a web page and links are working correctly.

**2015 Conference**

* TAS has set-up an online registration form for the 2015 conference and has been processing registrations and Non-Member free membership Opt-ins.
* TAS is monitoring the room block pick-up reports from the Doubletree by Hilton Little Rock, and will update the board as to how many reservations have been made.
* TAS will provide consult to Food and Beverage orders for the Conference

**Old Business**

**2016 Joint Conference with ANREP Josh Clements**

**2017 Joint Conference with CDS Alison Davis/Mark Apel**

**New Business**

**Announcements**

**REMINDER:** Next Board meeting is April 17, 2015

**The meeting was adjourned by consensus of the Board.**