

Meeting of the NACDEP Executive Committee via teleconference and WebEx webinar system. With Addendum of results of e-mail vote for contract renewal with association manager.

August 12, 2011

Meeting called to order by President, Tim Borich at 1 PM (CDT)

Members present: Michael Wilcox, Greg Davis, Richard Proffer, Michael Darger, Deb Tootle, Winifred McGee

Members not present: Harry Crissy, Paulette Cooper, Steve Burr

Others present: Michael Dougherty, Stacey McCullough

Agenda approved on motion by Deb Tootle, second by Michael Wilcox and carried.

Approval of the minutes from St. Louis, MO retreat July 12-13, 2011. Approved on motion by Greg Davis, second by Deb Tootle and carried.

Treasurer's report by Greg Davis. \$134,000 cash on hand. Other details shown on dashboard report in appendices attached. Approval was deferred until later in the meeting.

#### Updates from the Regions

- Northeast - Winifred McGee reported on the pre-conference planned before the NERCRD conference. Co-sponsored with NACDEP. Invited NE regional people. Sept. 18th in Philadelphia.
- North Central - Richard Proffer reported that he will put together some strategies for NC. Members there want to be heard and to collaborate across state lines. Also, to increase the support for CRED work in a variety of ways. His full report is attached as an appendix here.
- Southern - Harry Crissy was not present. Deb Tootle reported that the program leaders in the South will be collaborating on program measurements like the NC leaders did.
- 1890 - Paulette Cooper was not present.
- Western - Steve Burr was not present.

#### Committee Reports

2012 Conference Committee reported by Michael Wilcox. Agenda for Park City is Sunday thru Wed. due to flights and time zone changes that will probably induce people to arrive on Sunday. Sunday reception. Monday and early Tuesday will resemble other conferences. Tues. p.m. will feature experiential education on several field trips. Special newsletter goes out next week promoting the conference, calling for papers, etc. Things are coming together nicely.

Communications Committee- Michael Darger reported that the committee had a full meeting on Aug. 3<sup>rd</sup> and the minutes were sent out previously. Thomas Blaine as newsletter editor is going to invite content but anyone can send content to him whenever. Next regular issue is in September. A sub-committee was created to think about policy for social media will report back to the full committee and then recommendations brought to the Board. The Committee gave feedback to RFP on web design for member database. Peter Metsker needs to bring the RFP to the Board for approval before it's issued.

Recognition - No committee representative was present.

Finance – - No committee representative was present.

2013 Galaxy report by Michael Dougherty. The first breakdown of committee members has been released. Most but not all NACDEP volunteers were included on the list. Hank Cothran agreed to be the life member rep. to the planning committee. Tim Borich and Michael Dougherty will get together and try to synchronize the volunteer lists.

Member Services Committee report by Stacey McCullough. Three items were brought forward for Board consideration. They are about language for the website about NACDEP Membership fees, a member benefits descriptive document for the website (the beginning of a “pitch piece”), and a NACDEP Membership Renewal Protocol (i.e. to track people nonrenewing like exit interviews in a business). Michael Darger requested that the board be given time to think about these things and so the items will be brought back for consideration in September. Stacey asked that any other requests or items from the Board to the committee be sent to her by August 29<sup>th</sup>.

PILD report --- No committee representative was present.

No Report from PAR (i.e. Professional Administrative Services, the association manager) as Peter Metsker was on vacation.

Discussion of PAR Contract. Board members need to get any feedback about the contract, which was sent via e-mail to board members on August 12<sup>th</sup>, to Tim Borich by August 17<sup>th</sup>. Then, assuming there is no major issue, Tim will issue an e-mail vote notice to board members. Deb Tootle made a motion, seconded by Michael Darger, to have an e-mail board vote about the PAR contract completed by Friday, Aug. 19<sup>th</sup>. The motion was carried. A majority of members participating in the e-mail vote will be required to constitute a quorum.

Review of progress on the goals from the Board Retreat:

1. Newsletter editor was obtained, Thomas Blaine.
2. Policies and Procedures are being worked on by Tim, Deb, and Peter. Won't come back in September probably.
3. Special edition of newsletter supposed to go out week of Aug. 15<sup>th</sup> regarding the Park City conference.

4. Business plan? Peter was not present to discuss.
5. Membership and marketing. A Pitch piece was started by Member Services Committee and Tim may be able to help with graphic design person.
6. Membership requirements? What did this mean from the July meeting? Tim and Deb will continue to explore this as it relates to affiliate and full members

Progress on Activity for Website Work (against goals established in July, 2011 minutes)

1. Annual meeting minutes have been restored to the website with the exception of the 2008 meeting that was held at Galaxy.
2. Still need past conference info. restored for conferences before the 2011 conference.
3. No report on Awards archives for website
4. The Alpha and Regional list of members and the Board list have all been published in the Members Only part of website.
5. The Member Database RFP is in Peter Metsker's court
6. The Social Media (including Facebook) issue was referred to a special subcommittee by Comm. Comm.

Concepts of Cooperation with CDS were discussed. The idea of a joint conference in 2014 or 2015, if mutually acceptable and advantageous, was considered. The consensus of the Board was that cooperation with CDS would be a good thing. It was suggested that individual board members should talk to counterparts at CDS to see if this might be something to explore. Also, CDS's new editor of CD Practices, Joyce Hoelting (a CDS board member and NACDEP member) will work with Thomas Blaine to spread the news that CD Practices invites submissions from NACDEP members. Michael Dougherty is the former editor of that online publication.

Greg sent out the report during the meeting. It was reviewed and a motion was made to approve the Treasurer's report by Michael Darger, second by Deb Tootle, and carried.

Meeting adjourned 2:28 shortly after losing quorum.

Respectfully Submitted by Michael Darger, Secretary

## **Appendices to August 12, 2011 Board Minutes**

### **1. Results of Electronic Vote by Executive Committee**

The contract with Professional Administrative Resources (PAR) as NACDEP's association management firm was approved for renewal for two years (Sept. 2011 thru August 2013) base on a majority vote by the members via e-mail after the board meeting. The voting was open from August 15-19. Here are the vote tallies:  
Voting yes for renewal: Borich, Barr, Cooper, Crissy, Darger, Davis, Proffer (7)  
Voting no: Tootle (1)  
Not voting: McGee and Wilcox

## 2. Treasurer Report “Dashboard”

### Year to Date

	Actual YTD	Prior Year to date	\$ Change	% Change
Membership	\$ 24,450.00	\$ 24,700.00	\$ (250.00)	-1.01%
Conference Income (net)	\$ 33,279.87	\$ 46,227.01	\$ (12,947.14)	-28.01%
Other Income	\$ 333.09	\$ 584.30	\$ (251.21)	-42.99%
Expenses (Operational)	\$ 23,314.51	\$ 23,309.75	\$ 4.76	0.02%
Net Income	\$ 34,748.45	\$ 48,201.56	\$ (13,453.11)	-27.91%

### YTD to Budget

	Actual YTD	Budget YTD	\$ Over Budget	% of Budget
Membership	\$ 24,450.00	\$ 22,500.00	\$ 1,950.00	108.67%
Conference Income (net)	\$ 33,279.87	\$825.00	\$ 32,454.87	
Expenses (Operational)	\$ 23,314.51	\$24,078.35	\$ (763.84)	96.83%

	Actual YTD	Prior Year to date	\$ Change	% Change
Cash on Hand	\$ 133,918.56	\$ 105,766.66	\$ 28,151.90	26.62%
Accounts Payable	\$ 2,571.13	\$ -		
Net Cash Available	\$	\$	\$	24.19%

131,347.43      105,766.66      25,580.77

### **3. North Central report from Richard Proffer**

"I wanted to thank those that sent in a report to me so I could have one prepared for the national Board of Director's meeting this week in St. Louis, MO. Below is what I presented in summary form. Hopefully more states will send in next time so we can get a total picture of the work you are doing in the North Central Region.

South Dakota - took a hit in the budget from the state and are reorganizing moving to 8 regional centers with CD being left at current levels; are rolling out a new program called "I Grow" and is an online method of communicating topics to interested audiences; will be hosting conversation sessions with residents of the state on how the state budget is prepared; have partnered with Food Safety and Horticulture specialists to produce workshops on food to market possibilities; will be hosting this summer a Marketplace Expo for small businesses

Ohio - CD efforts have created over 100 business plans, 7 formal community plans, 20 new businesses, 100 new jobs and 320 retained jobs; all efforts resulted in a savings to targeted audiences of \$2.6 million

North Dakota - working with the closest Federal Reserve Bank and other organizations to conduct a study on how banks can be more responsive to minority business owners

Wisconsin - sent me a report on their Sustainable Communities Task Force through the North Central Rural Development Center (if interested let me know and I will forward a copy to you); had 50 participants in the task force; will offer it again in the winter of 2012

Minnesota - released an economic impact study concerning the Twin Cities and the rest of the state (if interested contact Minnesota) are promoting ways for small businesses to sell over the Internet

Missouri - the state association had a name change from UECRDA to MACEDEP (Missouri Association of Community and Economic Development Extension Professionals); was done to reflect members from both programs in Missouri (CD and BD)

I have finally gotten the results of the North Central Membership Survey conducted at our national meeting in Charleston and one thing I learned we are a diverse group. That diversity made it hard to get any clear significance of wants/needs/desires but a few areas rose to the top and I have included them below. The percent indicates the percent who said that item from the respondents.

- 1) You are asking from NACDEP to provide more professional development (70%) and networking activities (40%).
- 2) You are asking from your state program to provide more professional development (33%)
- 3) You are asking your state association to provide more information on NACDEP chapter affiliation (33%)
- 4) You are asking from your North Central Region to help coordinate more collaboration between states on opportunities (29%) and support for regional efforts (29%)
- 5) When asked what other associations/organizations you felt we needed to have a stronger relationship with you universally responded USDA Rural Development.
- 6) When asked what you expected NACDEP to focus on in the next two years you responded better association management (43%) and better national recognition meaning more credibility in the Extension association world (23%)

Look for ways in future emails and newsletters on these six items are being addressed.

As your regional representative, I will

- 1) Be communicating with you more often so we can have a full report to the board each time they meet about your activities.
- 2) Work on increasing collaboration cross state lines. This one will be a hard one as institutions will be involved and it will take cooperation from all sides of the line so expect me to ask for your help on it.
- 3) Work on finding ways to increase the support of the CRED work you are doing.

We may not get them all done but at least we will have tried and that is a step in the right direction.

As always, if you have questions or ideas, feel free to let me know. We can only improve if we talk about it and share ideas.

Until next time,

**Richard D. Proffer”**

#### 4. Galaxy IV Report

The Galaxy IV Planning Committee is continuing its work. Myself (Mike Dougherty) and Winifred McGee represent NACDEP on the committee. This month the focus has been on contract logistics and beginning committee work.

Each association has been asked to staff the working subcommittees with 1-3 people. NACDEP has submitted a preliminary list. However, there appear to still be some open slots (although we are not sure if all of the names sent forward were in fact incorporated into the list).

Based upon the information distributed to the Galaxy IV Planning Committee on our Aug. 2 conference call, NACDEP still needed to fill the following committee slots:

Recognition & Awards 1 (out of 2) -- although there was some uncertainty if 1 or 2 people were needed.

Exhibits 2 (out of 3)

First Timers 1 (out of 2)

Facilities 1 (out of 2)

Life Members/Guests 2 (out of 2) -- at least one person has been contacted

As noted, there might be some names of potential volunteers who have not made it on the list and people who volunteered to work in one area which is already filled who be available to work in a related area.

Winifred and I are working to make sure all those who said they would work get assignments. We will need board help to fill remaining openings.

Mike Dougherty