



University of California
Agriculture and Natural Resources
4-H Youth Development Program

California 4-H Management Board Meeting August 14, 2016

CA State 4-H Office

2801 Second Street, Davis, CA 95618

10:00 am-4:00 pm

Attendees: Cole Breck, Curtis Ullerich, Sue Garcia, Brenda Vales (via phone), Kelly Violini, Bailey Walvoord, Trent Baldwin, John Trammell

State Office: Shannon Horrillo, Gemma Miner, Paula Allison

Absent: Ryan Cleland, Joslyn Campos

Guests: Kate Lyn Sutherland, Jordan Miner, Mary Engebret, Noel Keller, Maria Miner

Proceedings:

Meeting called to order by Chair, Cole Breck, at 10.19 am.

Welcome and Introductions: All attendees took turns stating their name and County.

Approve Constitution and Bylaws: Cole asked for comments from the Directors on the proposed California 4-H Management Board Constitution and Bylaws. John asked if the program year needs to be defined in the Bylaws. He also asked who has the responsibility to update and approve job descriptions. He suggested adding this information to the Bylaws. Curtis noted that he found several grammatical issues and would edit the document with the changes. Kelly asked if the State Management Board is governed by the Brown Act. Shannon responded that this Board does not fall under the Brown Act. Curtis also suggested clarification of the age requirement and date in the eligibility definition for youth members serving on the State Management Board. He suggested that youth applicants should be 16 years old by June 30th of the program year prior to the beginning of their term. Shannon suggested a small group of Directors work on the changes and send out the revised Constitution and Bylaws for the group to approve in Collaborative Tools. Cole asked for volunteers and Sue, Curtis and John agreed to edit the documents.

Curtis asked Shannon if 4-H State Management Board can use the Democratic Rules of Order instead of Roberts Rules. Democratic rules are much shorter and easier to follow. The directors

expressed interest in using these rules for our meetings. Curtis asked why no quorum is required for Committee meetings. Cole said it was not necessary to require a quorum for the Committees to complete their business. Curtis mentioned that the preamble in the Constitution is repeated in the Bylaws. He asked if it was necessary or could it be deleted. Trent asked about the terms for youth members. Why is it limited to one year? Some youth members may want to serve longer terms. Also, it may result in a large number of the positions turning over at one time. Shannon said that these terms have worked on the Advisory Committees without impact of turnover. Youth members may apply for a second one-year term or apply for another Director or Committee role. Cole asked if the requirement to be present excludes online participation in meetings. Discussion led to Kelly's suggestion that directors who are participating online or by phone be noted as such in the minutes. This was acceptable to the directors. Curtis asked if the procedure for notification of amendments can be made by mail or electronic means. Shannon suggested that we can reasonably interpret mail as electronic delivery as well as post office delivery. Curtis asked how the State Advisory Committees overlap with the Management Board. Cole stated that the Annual Planning meeting of the Management Board will include representatives of each of the advisory committees and workgroups. Overlaps and intersections will be discussed during the Annual Planning Meeting. Shannon said that some of the Directors have a direct connection with staff workgroups, like Resource Development and the 4-H Foundation.

Shannon presented the official California 4-H State Management Board Charter. Cole accepted on behalf of the Management Board.

Cole asked Brenda to present the proposed budget and Treasurer's Report. Brenda prepared the budget from the forms submitted by the previous sections. The budget for the WHY conference will be included, Brenda was waiting for a call back from the prior Treasurer. Trent asked about the dues from the counties. Counties are in the process of establishing budgets for this program year and need to know if dues will be charged and if so, how much. Trent asked what is the purpose of the dues. Brenda replied that dues are used to support events like presentation day and field days that do not have entry fees. Conferences are typically self-funded through registration fees. Cole said that the State Management Board will need the dues from the counties to cover the expenses in the budget. Kelly cautioned against raising the dues or charging more for events. This may be an area that Resource Development can assist the Board. What happens if a county does not pay dues? What are the consequences, if any? Members from the county may not be eligible to participate in events or field days. This would not preclude members from registering for conferences that are self-funded through registration fees. Kelly offered to help Brenda draft a letter to the counties with the request for dues. Letters will be sent to the UCCE County Offices. Shannon said there are 56 counties with 4-H programs. The proposed budget shows a deficit of \$7,180. Kelly said she thought we could raise funds to cover the scholarships and ambassador funds. It is not as easy to raise funds for operating costs. Those costs will have to come from dues or trimming expenses/events. Mary proposed that all counties pay the same dues. The prior State Council had different dues for each section. If each county paid \$200, our deficit would be reduced.

Cole suggested looking at the expense categories. Cole said that the Implementation Team said that the new State Management Board would honor and rollover existing budgets. Events planned would be supported for the 2016-2017 program year.

The directors next discussed the Communications expenses and agreed to look at lower cost alternatives like Zoom as an alternative to Adobe Connect. Curtis asked about the expense for

returned checks that show up in income and expenses. Brenda stated that it is a wash. Cole suggested the Board would not use Professional Development budget in this program year because we would be spending our time organizing and planning. Brenda said that the postage expense is to cover mailing out expense payments and getting the second signature on the checks. Travel expenses can be minimized by having in person meetings in Davis. Only one Board member, John, will have to fly. Davis is central enough and there is no charge for the conference rooms.

To bring the budget into balance, the UC 4-H State Office will take over management of the Joanne Ward scholarship and the funds will be transferred to the 4-H Foundation. Other scholarships may not be awarded this year. Trent asked about the State Ambassador scholarships. Brenda said South Central section pays for each Ambassador to cover travel and conference fees. The other sections did not offer this type of reimbursement. Bailey asked about California Focus, State Leadership Conference, Washington Focus and State Field Day. Are those funded by the State Management Board budget? Shannon answered that these statewide events are planned and budgeted by the UC 4-H State Office. Trent asked about area Presentation Day events. Shannon stated that Alyssa Sankey will be pulling together the Area Directors to talk about how to handle Presentation Day events in the new areas.

The discussion also covered LCORT. Kelly said that if the conference is framed as a statewide event, it would be easier to raise funds to cover a larger event. Asking donors to also donate to a scholarship is typically easier than doing two separate fundraising efforts. There followed a long discussion about the encumbered funds from South Area. Through discussion, the South Area had developed a new budget for 2016-2017 and Brenda used the 2015-2016 actuals to develop the proposed budget. The South Section Short Circuit Crew budget can be rolled into the total, John said that the group was disbanded. Mary Engebret mentioned that the budget did not show funds needed for State Fashion Review and this event will occur in the upcoming program year. Brenda said the check for the 2016 event had not cleared yet, so she would update the budget once the final check clears. Shannon asked about the South Leader's Retreat. John said that it is geared to get volunteers involved at the section level. It happens every four years. State Leader's Forum typically is held in Northern California. Shannon said it is up to the State Management Board to decide if this retreat will be supported in future years.

Kelly asked if we can pass a draft budget so we can get the ball rolling. Brenda said with the adjustments discussed we would have total income of \$152,910 and total expenses of \$152,000. Cole asked for a motion to approve the draft budget, as corrected. Curtis made the motion and John seconded the motion. Directors voted to approve the draft budget, as corrected.

Brenda reviewed the Treasurer's report. The report reflects the funds she received from each section. Kelly asked why the 4-H Foundation gave \$100. Brenda said that was needed to open the new bank account. Mary Engebret asked when the State Council account was closed. Brenda said the account closed July 1, 2016. Cole asked for a motion to accept the Treasurer's Report. Curtis made the motion and Bailey seconded it. During the lunch break, the South Section revised budget was discussed with Brenda, Noel Keller and John.

The CA 4-H State Management Board meeting broke for lunch at 12 noon and reconvened at 1:03pm.

After lunch, discussion continued on the Treasurer's Report. The totals match the funds received, but the allocation to specific activities changed in the new budget. Some funds will be moved back

from the general fund to cover the proposed higher cost of LCORT. The travel budget for Short Circuit Crew will be moved to travel expenses and the balance to the general fund. Cole called for a vote on the Treasurer's Report and it was approved.

Shannon stated that she appreciates all the work Brenda did to get the Treasurer's Report and draft budget together.

New Business:

Who are we?

Cole asked if there were any questions about the purpose of the State Management Board or the director job descriptions. Curtis asked about the Vice Chair's responsibility as liaison to the workgroups and advisory boards. Shannon replied that the Vice Chair serves as liaison to the 12 advisory committees. The idea is to keep these groups connected to the Management Board. Also provides the workgroups or advisory committees with a point of connection with the Management Board. Shannon also said that the workgroups are research based and the advisory committees are made up of volunteers and staff. During the annual planning meeting, representatives of these groups will be invited to participate.

Trent asked about the Area Director role at events. For example, if he wants to go to the CAL conference does he attend as a delegate? Curtis mentioned that adult directors could attend as a chaperone. Bailey said that local counties cover part of the cost of chaperones. Cole said that the Area Directors may be able to attend a conference for a day without enrolling as a delegate or chaperone. Trent also asked if the Implementation Team outlined guidance on this topic, Cole replied that the Implementation Team left it up to the Area Directors to decide what would work best and within budget.

Bailey asked about scheduling committee meetings. Cole said use technology where possible. Shannon encouraged the use of the UCCE offices. She said that Darlene Ruiz can set up adobe connect for the directors. Cole asked Curtis and John to look into the less costly or free alternatives for online meetings like Zoom. Shannon mentioned that Darlene is in the process of scanning the documents sent in by the sectional councils and she will make them accessible to the Management Board for reference.

Plan of Action

Cole asked the directors to think about the two-year plan. We can do a two-year or a five-year plan. Plan to bring your ideas to the annual planning meeting. Shannon shared a copy of the Continuous Improvement Plan. The plan includes internal and external evaluations at six month intervals for the first two years. The 4-H Futures Task Force created a Communications Plan. Shannon said the Task Force outlined areas to strengthen. Communication, positive engagement and next steps. Area Directors should review these recommendations. Communication was identified as a key issue. How does information get out and how do we ensure two-way communication? Shannon said that the information and questions from the rollout meeting last October will be posted on Collaborative Tools for the Management Board directors to review.

The Futures Task Force also spent time on needs assessment. Area Directors need to think about how to strengthen our current events and understand the needs of the area.

Cole asked the Area Directors to prepare a budget and continuous assessment for their area. Kelly said that a lot of things are needed to prepare for the annual planning meeting. She suggested we begin working on scheduling that time now. Cole will provide Sue with some possible dates and she will send out a doodle poll to check availability. Cole asked the directors to meet with their committees prior to the planning meeting.

Curtis asked if there are specific metrics defined for the continuous improvement process. Shannon said that there are thirteen questions the Task Force felt were important to assess and she shared some of the primary areas of focus:

1. How did the application process work? What worked well and what did not?
2. USDA strategic plan is in development. No metrics defined yet but Shannon will keep us informed on progress.
3. Diversity and expansion plan with growth goals and diversity goals. Shannon will post the USDA goals for 4-H. We may need to be flexible and open to creativity to reach these goals.

Cole raised the question of expense reimbursement process. Brenda explained that the form on Collaborative Tools can be used to submit expenses. There is a flow chart on the process in the forms section on Collaborative Tools.

Mary Engebretth mentioned the new Bay/Coast area is made up of three different sections and may require new event locals. Trent said he was glad that many members of the previous sectional councils are members of the Bay/Coast area committee. He will work with them to assess the needs of the new area. Cole said that the Area Directors can provide feedback on the area alignments once they have worked with the new committees.

Brenda and Shannon discussed the contract approval process. Shannon said that contracts are going to the State Office and Darlene is tracking them through the process. The approval process is taking four to six weeks, so plan accordingly.

Area Event Registration

Cole asked the directors about how new events will be approved. Do we think the Area Directors can approve them and pass it by the Management Board? It makes sense to have the event pre-approved by the Area Director before it goes to the Treasurer. New events will be submitted for review by the Area Director, using the forms. Cole said the Management Board can schedule a quick phone call to approve the new event. The budget question will be a key question. If the event will not be self-supporting, where will the budget dollars come from to cover it?

Cole said that the plans are to open up registration to everyone with a phased in approach. Year one, open to original counties, new area and then everyone. John agreed that events should be open to everyone but asked about those events that are competitions to qualify for State events. Will these be open to all? Curtis said that Presentation Day is that type of event with multiple levels of competition to qualify for State Field Day. Can anyone attend any Presentation Day? Bailey mentioned that open enrollment poses challenges with planning for the judges needed. Curtis said we may need to employ phased enrollment with local area members given first choice and any remaining spots can be filled by out of the area members.

Cole said that event committees planning these events may choose new locations to accommodate larger numbers of participants. Shannon said that Alyssa Sankey will be working with the Area Directors on planning Presentation Day events up to State Field day. Curtis also raised the question about how the area events will be advertised to other areas. It may be confusing to see multiple similar events on the calendar. Shannon urged the Area Directors to learn all they can about the events in their areas and the background to the location. Some of the conferences are geared to younger age groups. For example, the CAL conference targets 11-15 year olds and then they can move up to SLC.

Cole said the recommendation from the Implementation team on opening enrollment is to phase it with later enrollment dates for out of area enrollments.

State Leaders Forum invitation

Mary Engebretth invited the directors to attend the State Leaders Forum, November 11-13 in Santa Rosa. The Management Board is invited to host an assembly to introduce the Management Board. There is the option to attend the whole conference or attend Saturday only for \$125. The Forum attendees will be interested in learning about our plans for the year and the future.

The directors agreed that it would be a good opportunity to communicate our plans and introduce ourselves to leaders.

Open Forum

Question was asked about our schedule for the Management Board meetings. Cole said the meeting schedule will be posted on the State 4-H Management Board Facebook Page and Management Board website. It will also be posted on the State 4-H website. Shannon said the deadline for posting to the State calendar is the 15th of the month. Discussion about the location of meetings. Cole said with our budget constraints, cost is the main limitation. Have the meetings in Davis or by phone.

Concern about travel costs for attending meetings in Davis. Cole said that the MB meetings are recorded and the minutes will be posted. Noelle asked the board to post meeting notices earlier with the agenda. Cole said we would plan to give three weeks' notice and post the agenda as soon as it is available. Curtis suggested that Area Directors may want to hold office hours where they will be available to answer questions online.

John mentioned that the prior space on the state website for advertising events is not active. Shannon said the best place to advertise the events is on the Calendar. This goes out to the County Offices and is added to local county calendars. This has been working well and assures that information is shared uniformly and in the timely manner. Shannon said Suzanne maintains the calendar and she will let us know what she needs. Event pages can work with the calendar.

Noel Keller asked who are the members of the Area Committees. These will be posted on the State Management Board website.

Question about counties who are not represented on Area Committees. Cole said it is up to them to recommend someone if no one applied. Mary asked how was recruitment going? Trent said that the application process is still available online and any recommended candidate still needs to be vetted

by the County Office. John said in the Southern Area he is working with the county offices to get recommendations for area committee members.

Noel Keller asked if the term for adults should also be one year like the youth member term. Cole said that if an adult does not wish to complete the term after one year, they can resign. Shannon added that the Advisory Committees have been using separate terms for youth and adult members. Usually people want to stay longer than the normal term.

Curtis asked about other goals of the Annual Planning meeting, who will attend? It will be the directors, one member of the Advisory Committees and representatives of the State Office and 4-H Foundation. Shannon said that Gemma will be transitioning into support of the Management Board. Shannon said that the long term planning will help the 4-H Foundation and Resource Development Director develop their fund development plans. Curtis also asked about the Healthy Living Plan. Shannon said it outlines what to accomplish and when. Paula added that we can show more reach and impact by including alternate delivery like Healthy Living. We could use a template, Paula added.

Paula Allison also said that telling our story, our impact and capturing the stewardship of everything we do helps show the true impact of the program.

Curtis asked if the minutes will be published on the State MB website. Sue answered that they would be posted there.

Upcoming Business

Cole said that the directors should hold committee meetings with the following outcomes:

- Budget for the year

- What you need from the MB, especially in the areas

- What support do you need?

Trent asked about access to Collaborative Tools. Can we use it for the Committees? Gemma said that Darlene can set up Collaborative Tools for the Committees.

John asked about using Google Groups. Cole said that he can try it out. Trent plans to set up a Facebook page for the area.

John asked about the pages the sections used to post new information. Recommend using a Facebook Group and you can limit the members in the group.

John asked why we don't use the CA 4-H page rather than a separate 4-H MB page. Shannon said that the Management Board can decide to move everything over to the CA 4-H page.

Curtis asked for feedback from the meeting attendees. Consensus was to simplify and have everything on the CA 4-H website and use the calendar to post events. John suggested that directors familiarize themselves with the policies and guidelines for posting on the CA 4-H website.

Curtis said that Collaborative Tools is good for managing documents, but can be cumbersome. Bailey said it can be frustrating. Curtis said that Google Groups allows you to send out documents,

attachments and you can reply to the group. He suggested we continue to use Collaborative Tools to store documents, but try Google Groups for communication. John said we could set up Google Group for the Management Board. You can also set up subgroups. Cole said he would like to try it out. Shannon said it would make sense. Cole said he would like to try it out for a couple of weeks before making a decision.

Trent asked who should we contact when we need something from a county. Shannon said to use the County Office staff, the program representative is probably the most direct connection to the County Council or County MB. They can pull a list from 4HOnline or put information out to the local clubs.

John asked the Marketing and Public Relations Director to dig deep into what is needed to promote the program. On behalf of an online attendee, Gemma asked if they can keep the LCort Facebook page and CAL Facebook pages open since those events are already in the planning stages.

Trent asked about needs assessment. Does the Area Director do that? Shannon said that yes, the Area Director does perform that function, but a lot of data has already been collected. She suggested the Area Directors try to understand what is happening now. Bring those to the table. Can we do this through the program reps? The initial assessment focused on retaining first year families and the community club program. The goal was to increase the retention of first year families.

Shannon will bring reports to the Annual Planning meeting showing the diversity, size of program and different delivery channels for review and discussion.

Cole outlined some topics for the Annual Planning Meeting:

- Youth Adult Partnership training
- Planning for the year
- Marketing and Public Relations Plan
- Communications Plan

John said he would share the UCANR branding toolkit. Includes templates for documents, fonts, colors and state usage.

Trent asked if we were required to have a staff representative at the Committee meetings. Shannon said there is a staff liaison for each committee, but they do not have to attend the meetings.

Cole called for a motion to adjourn the meeting. John made the motion and Trent seconded the motion. Cole adjourned the meeting at 3:40pm.