4-H State Advisory Board
January 23, 2016
Yakima, WA

In Attendance: SW-Carol Ervest, Joy Wilken (at large); NE-Holly Haddenham, Robin Minaker; NW-Don Ballard, Jean Lindsey, Sabrina Wood, Serah Comstock; SE-Erin Hightower; Extension-Michelle Lain, Julie Sorensen; Treasurer-Chuck Todd; Interim 4-H Program Leader-Doreen Hauser-Lindstrom; WSU Faculty-Jan Klein

The State 4-H Advisory Board meeting was called to order at 8:50 by Robin Minaker. The meeting was held at the Yakima Convention Center located at 10 North 8th Street, Yakima, WA 98901.

New Board Orientation
Robin Minaker led the State 4-H Advisory Board in the 4-H Pledge and in the Pledge of Allegiance. The board members introduced themselves with an ice breaking game.

On November 20, 2015, Vicki Contini emailed the minutes of the October 2015 State 4-H Advisory Board meeting to the board members for their approval. Eight board members responded and indicated their approval of the minutes as submitted. The minutes were submitted for addition to the 4-H website and the Tuesday e-Newsletter.

Treasurer’s Report
Chuck Todd distributed the financial reports for review. There is a total of $35,833.15 in the checking account. This includes State Ambassador funds in the amount of $921.17 and Horse Program funds in the amount of $4,659.90 which are being held for these organizations by the State 4-H Advisory Board. This leaves an Advisory Board balance of $30,252.08. In comparison to last year the board is “in the plus.” It looks like we lost funds because of the forum prepayment. There is a total of $32,871.27 in the investment portfolio. The income for the period was $51,732.14, which includes the funds being held for the State Ambassadors and the Horse Program. Also included is the income from the 2015 Forum. Expenses include the state charity license and corporate license of $50.00, the credit card fee, the January & April 2015 meeting expenses, and the $2,170 deposit for the use of TRAC during the 2016 Forum. The total income from the 2015 Forum was $42,603.16, with the auction bringing in about $8,000. This was the first time we have had to paid for the hotel staging. This cost was paid for by a $800 donation from Pat BoyEs. Expenses for the 2015 Forum were $38,196.22.

The budget for this year includes a total projected income of $45,230. This includes $1,725 from dues, an estimated $8,000 from the 2016 auction, a Forum income of $500, Forum registration of $35,000, and income from interest of $500. The total expenses are estimated to be $45,320 with the largest cost being the hotel/TRAC ($30,750). A total of $1,043.93 in non-reimbursed expenses were reported to Chuck Todd by Advisory Board members.
The Horse project funds and State Ambassadors funds were reviewed. Michelle Lain and Holly Haddenham volunteered to complete the internal audit.

Don Ballard made a motion to approve the financial budget for the State 4-H Advisory Board as presented noting some minor corrections. The motion was seconded by Sabrina Wood and unanimously approved by the State 4-H Advisory Board.

April 2015 Action Items
9. On Hold – Savanah Graham was not present to provide an update on promoting 4-H using traveling displays/power point presentations.

October 2015 Action Items
1. Done - Vicki Contini emailed the results of the auction to the Advisory Board members.
2. On Hold – Don Ballard is following up on this item. Pat BoyEs was going to contact Saturday’s speaker at the 2015 Forum and ask her to do a voice over of her slide show that can go on our website to promote Forum.
3. Done – Erin reported that if anyone stays at the TRAC RV Park, this will not count toward or hotel room minimum.
4. Done – The 4-H Mall provided two options for a “store” at the 2016 Forum that will be discussed during the update on the 2016 Forum.
5. Done - The January 23-24 meeting date of the Advisory Board was confirmed.
6. Done - The next Advisory Board meeting on April 16-17. TRAC can provide lunch.

Extension Report and Update
• Doreen Hauser-Lindstrom was present for the extension report and update. Doreen was a 4-H Educator in Wisconsin prior to coming to Washington State. Since coming to Washington State, Doreen has worked with the after school program and horizon programs. Doreen spoke on leadership programs being an important part of the programming and the dialogue of the community in 4-H.
• Pat BoyEs retired December 2015, and Doreen is the interim director until someone is hired to fill Pat’s position. The process is expected to take six months to a year. The position description is being rewritten to build a position that a strong leader will be drawn towards. Kristi Axtell has replaced Nancy Mordhorst who retired in November. She is located on the WSU-Spokane campus. Kristi comes to us with a background from Apple and in websites. She is very organized. A volunteer specialist (Eric Larsen) will start work on Monday. Eric was a member of faculty in Arizona. Jan Hiller had served this role previously. He will serve all of extension programs and will be located in the Spokane office. Dr. Stephanie Smith is the new Consumer Foods Specialist. She will be involved in food security and food safety issues. Linda Loos is the assistant that will be supporting Kristi and Doreen. Pat BoyEs retirement party will probably be in February when she returns from Hawaii.
• Food Sense has funding but is switching to a competitive grant process. YA4-H Program funds were received from Conagra funding as a collaboration within area nutrition programs.
• This is a season of change all around. Doreen will be asking a lot of question to get a clearer picture of the Advisory Board and how 4-H has been working in the past. Faculty led transition teams with committees of volunteers and teens serving on them will help define what they can do. Developments will be emailed out but some of the development work will be:
  • Financial Management-EINS, 501c3 development and maintenance led with Jana Ferris. This includes the development of funding resources at the county level and I-90 forms consistency.
  • Conflict Management-Brian Brandt will take the lead on procedure management and documentation management of conflict.
  • Risk Management-signing contracts and liabilities. Brian Teuteberg is leading this and already has weekly contact with the Attorney General’s office and Contracts Offices.
  • Professional Development-This is one of the highest priority items. Kevin Wright and Natalie Kinion are taking the lead. This includes training new staff and staff development.
  • Global Development- Lauren Hrncerik will be taking on global understanding with Mary Kathrine Dean.
  • Evaluation-We are continually asked about the economic bottom line and return on investment. Gary Varrella is doing a study on how economies are benefitted by the youth of 4-H. There is an online council evaluation tool focusing on health, career readiness, leadership, and more. Faculty and staff can choose evaluation tools based on the end goals and will be aggregated on a national level.
  • Livestock Development-At this time nothing has been done to replace Jerry Newman. Janet Schmitt is taking the lead.
  • State Fair-Janet Edwards and Missy Cummings are working with the State Fair Board on development and clarity.
  • Jan Klein-She will be assisting Doreen by working with the State 4-H Advisory Board as the lead transition chair between the board and Doreen.

• The National 4-H Council has a new national campaign called “4-H Grows”. It will cost $25,000 per year for three years which includes marketing materials, alumni re-entry development, and program growth in large markets. Enrollment through 4-H online costs another $10,000.
• Past state alumni information is available. This nation-wide campaign will allow re-connection with 4-Hers that have moved. There are a number of financial issues that have come up over the last few years. The 4-H Foundation will be approached on this soon.
• Tony Dell will still be a point of contact at the State 4-H office.
• Points of contact will be the same. (Example: Janet and Jan, for STEM and Teens)
• When we do the state wide search, how will we maintain state items that are unique, i.e. 4-H board, Advisory Board, and Council? We will need to be objective about these items hence the developments above. External review was performed and needs to be utilized regarding the way Washington State is ran compared to other states. We will be hiring two new 4-H regional specialists: 1) Okanogan/Chelan/Douglas and 2) Kitsap/Clallam/Jefferson.
• Some concerns with the 4-H online enrollment have been expressed by communities that are not happy with placing information into a digital enrollment program. We are required to have a state wide enrollment program, and this is the only real program available to us.

District Breakouts
Northwest District-The Snohomish County train show fund raiser will take place again this year. NW Teen Rally is in Island County. King County Super Saturday is planned.

Northeast-The Ferry County Spectacular County Day will take place. Shooting Sports training is scheduled for April. A financial literacy program and a horse clinic are planned. Stevens County is hosting the Teen Rally. Sensational Saturday will take place in March. Work is underway on 4-H camp issues.

Southwest-The White Tail Run will be on May 14. Sensational Saturday is coming up. Their Extension Educator went back to Washington, DC for training. Robotics is growing in popularity.

Southeast-Kittitas County is focusing on a shooting sports and District Rally. The District Rally will be announced in the next few weeks. Shooting Sports Competition will be held the first weekend in March.

Miscellaneous Topics
There was a major discussion on the roles of the different counties with Forum and the issues facing Forum.

There was a discussion on how to fill upcoming vacancies in the SAB.

2015 Forum Review
There was a discussion on how to better manage the issues associated with the food allergies of those attending Forum.

2016 Forum
The Benton Franklin 4-H area is excited to be hosting the Forum in 2016! The venue has been an issue. Turnover of staff at TRAC and the hotel left us with less rooms in the TRAC than we need for Forum. It will necessary to rent a few rooms from the Holiday Inn Express which will increase the cost of the event. This could cause the 2016 Forum to be VERY over budget. We are going to try to get donations to help cover the costs. The maximum amount it may cost is $1200 a day, but that cost will go down if we are not using all the hotel meeting rooms. We may use these rooms on just Saturday.

We have the 2016 keynote speakers lined up! Saturday we will TENTATIVELY have Kyle Scheele who speaks on youth and anti-bullying. This speaker will be brought to you by Windermere and Toyota. On Sunday we will have Ann-Erica Whitemarsh. She runs the “Rascal Rodeo” which is a therapeutic riding program for youth.
We are trying to find local leaders to do workshops and local community leader to get new ideas for workshops.

The local Forum Committee has decided NOT to do the vendor village idea that was presented during the Forum post meeting. There was a concern that it would detract from the auction and from the rest of the 4-H meeting. Plus, the vendor village was going to require a lot more management than we would be able to provide.

An email was received from 4-H Mall where we can get items for sale and raise nominal funds through those sales. We can either purchase the items outright and sell them, or we can “borrow” the goods, sell what we can, and return those items that are not sold. The option of borrowing is best but we have not identified the volunteers to run the shop. Erin will talk to the local Forum Committee about volunteers from the county to man the shop.

Teen programming has not yet been discussed in detail.

An auctioneer has not yet been located, but there are several in the area that are very involved in the local 4-H program.

The workshop proposal form will be available by the first of February. These forms are due to the State 4-H office by March 16. On April 23 the proposed workshops will be reviewed and approved. The titles of the workshops that are accepted will be posted to the Forum website immediately after that decision. The Alumni and Friends reception is no longer taking place at Forum.

The Golden Ticket is a twenty-dollar raffle for the winner’s choice of one live auction item. It’s hard to determine how much money we will make off the item in question. A discussion will take place at the April Advisory Board meeting to decide if this raffle should continue to take place.

Erin suggested that the Advisory Board work toward the creation of partnerships with commodity groups and others for donations to Forum. Additional donations for Forum would make it possible to get better (more expensive) speakers and decrease the registration fee. Sponsorship letters will be written that can be used to request funding for Forum.

**Credit cards at the next Forum**
Credit Cards are used by many people who purchase auction items at Forum. The problem is that the WSU website is not considered a secure site. Brown Paper ticket is sometimes used in counties for local events. Our cost at this particular time is 2.5% of the cost and we charge a convenience fee. At this time, we do not have a protocol. A protocol for credit cards was outlined and will be added to the registration.
Chuck Todd was asked if there was a concern with the chips that are now on the credit card. Our reader costs $150 and the chip readers cost $600. One concern Chuck has with the new readers is that they need to constantly be used, not just one weekend a year.

**Upcoming Forums**
2017 Forum - Southwest District is hosting.

2018 Forum - Robin toured the Mirabeau Park Hotel & Convention Center in Spokane as a possible site for the 2018. There are some concerns regarding ADA compliance. They are almost done with compliance updating. They have plenty of breakout rooms, but there are no economy hotel rooms.

2019 Forum - This is in the Northwest District. No information is available at this time.

2020 Forum - It is being vetted in Yakima. We appreciate the hospitality and the board was sufficiently impressed with the facility.

At 10:20 am there was a ten-minute recess. The meeting was re-convened at 10:30 am when the Teen Activities and Public Awareness subcommittees met.

At 11:10 am there was a ten-minute recess. The meeting was re-convened at 11:20 am when the Fund Development and Grants and Recognition subcommittees met.

**Sub-Committee Reports**

**Grants and Recognition Committee**
The group will be reviewing the applications and information on state applications for all awards. The National Hall of Fame nominations were discussed; and since the nominations are due soon, the committee is going to re-submit last year’s nomination.

For future years the following recommendations were made for the National Hall of Fame:

- Ellis Snyder (2001)
- Jerry Newman (2010)
- Senator Scott Barr (2001)

Scott Barr maybe closer to being ready as he was recently recognized and the information may be easy to pull together.

Regarding scholarship reviews it was clarified that scholarships are not currently supposed to be reviewed by the Grants and Recognition Committee. The committee discussed the fact that Pat BoyEs is now eligible for the Washington State Hall of Fame. Don Ballard made a motion to induct Pat BoyEs into the Hall of Fame and keep her information until she is eligible for nomination in the 2019 National Hall of Fame. The motion was seconded by Sabrina Wood and unanimously approved by the State 4-H Advisory Board. A nomination form will be created for Pat BoyEs.
Fund Development Committee
The remaining My Champion Books have been donated to children’s groups. This fundraiser is over. 4-H Leaders and others need to be encouraged to purchase 4-H License plates for their vehicles. The auction was lack luster this year and the committee discussed the need to solicit higher priced items to balance the items currently being donated. More competitive bidding during the auction would help. A thermometer to show how much funds have been donated was recommended with a first year goal of $10,000.

Public Awareness Committee
Some discussion was made on how to get information out to everyone with a graphic punch. The Forum graphics need to get onto Facebook and the website. Running a Facebook promotion to like and share graphics may help. It was suggested that piggy backing posts between the State Fair Board, the 4-H Foundation, and the 4-H Forum would help build visual reference from users and help the Facebook programming by giving the Forum promotions a higher profile.

The committee was interested in sending letters to the counties inviting leaders to attend Forum as was done in the past.

The committee decided to create a forum outreach document. Erin Fuhrer and Jean Lindsey will write a Forum outreach document targeting new leaders.

The committee discussed possible ways to recognize first time attendees. This information is already on the badge. In the past there were ribbons that could be attached to the attendee’s badge. The larger ribbons were easy to read. Cary and Tony can get us more information. The Advisory Board will discuss this further and make a decision at the April meeting concerning the purchase of these ribbons.

4-H window displays during National 4-H Week need to be promoted more to increase participation. A decision needs to be made concerning the creation of a new write up or using what was used before. Instead of using a discounted registration fee, the committee felt a window display traveling trophy would generate more interest. Sabrina Wood will price out options for a window display trophy.

Michelle Lain made a motion to approve a Public Relations Campaign for the liking and sharing of Forum information with the reward of $25 off a Forum registration for likes and shares of Facebook posts. The motion was seconded by Don Ballard and unanimously approved by the State 4-H Advisory Board.
Teen Leadership
The committee is working on an update to the promotion page for the teen positions.

It was requested that workshops on running meetings and officer training aimed toward teens (but also be applicable to adult leaders) be included at the 2016 Forum. An effort will be made to locate a recently updated teen committee publication. This publication needs to be reviewed to ensure it includes Youth Adult Partnership. The Teen Leadership Committee is going to develop ideas for getting teens interested in the State Advisory Board and creating the materials needed to develop interest and understanding.

In the past teen board members were selected by the Advisory Board. At present teen board members are elected at district rally. Teens at the Teen Rally don’t understand what they are running for. Revised election processes are now being applied to State Ambassadors with review criteria and minimum qualifications. Joy Wilken will develop application criteria by talking to past state advisory board teen representatives.

State Wide Committee Reports
State Fair Board
There has been no action from the State Fair Board this year, so Sabrina Wood had nothing to report. The 2016 tentative state fair schedule is a new format that includes closing the State Fair on Tuesday to allow for set up. Janet Edwards said that the first weekend of State Fair does not include any competitions and is demonstration only. There are some open classes being shown at this time.

4-H Foundation
Robin Minaker was not able to attend the last meeting and has not seen any updates since that meeting. The 4-H Foundation will be meeting during the Know Your Government conference.

Foods and Nutrition
Floy Ziegler was the past liaison. There may not have been any recent meetings. A new board representative is needed.

Dog
The State Fair is expanding but will still only have 8 days of dogs with the entire fair being shut down on Tuesday. An updated State Fair show calendar will be available in the near future. Showmanship questions will be accepted until June 1. The Veteran Scoresheet and the Showmanship Scoresheet have been updated. Group scoresheets will be updated to include the new AKC changes. A new Rally Rules and Guide will be presented. The dog judging rules have been revised. State guidelines are being updated to reflect changes since the last edition. There will be merit awards at the State Fair.

Horse
Jim Johnson was not available for a report.
**Teen Updates**

Know Your Government is taking place in the near future. Teen Summit will be March 19-20. Please encourage teens in your county to attend. The State 4-H Teen Conference is scheduled for June and the workshop proposal request form will be coming out soon.

**Cats**

Sam Smith was not available for a report.

**Shooting Sports**

Sabrina Wood reported that there have been no discussions on the subject.

Meeting adjourned at 5:27 p.m.
In Attendance: SW-Carol Ervest, Joy Wilken (at large); NE-Holly Haddenham, Robin Minaker; NW-Don Ballard, Jean Lindsey, Sabrina Wood, Serah Comstock; SE-Erin Hightower, Extension-Michelle Lain, Julie Sorensen; Treasurer-Chuck Todd; Interim 4-H Program Leader-Doreen Hauser-Lindstrom; WSU Staff-Jan Klein

Forum Restructuring Committee
The Forum Restructuring Committee met Friday night (January 22) to discuss how the Forum can be improved without eliminating the needs of the groups (staff and volunteers) but increasing the value of the time and funds spent to attend Forum.

Approximately 250-300 people attend Forum. Roughly one third of these attendees are WSU staff. There are about 30-40 new or first time attendees every year. The workshops and networking aspect are clearly the biggest. It was decided that the most important change needs to be the quality of workshops and that Friday will continue to be the day on which the longer workshops take place. Workshops are the most important part of the Forum. It is also necessary to ensure that only those who pay for meals eat the meals. We need to create hands on workshops that bring out an application toward the 4-H program. Entry level courses for newer leaders were recommended.

Round tables were recommended for the following projects:
- Horse
- Rabbits
- Shooting sports
- Dogs
- Livestock
- Fundraisers

Jan Klein asked that the Know Your Government training continue to take place on Saturday. Forum planners expressed the concern that those attending the Know Your Government training on Saturday missed half of the Saturday workshop sessions. Jan Klein was asked to poll those that attend the Know Your Government training for their preferences.

The questionnaire given to Forum attendees was discussed. The committee felt that a true representation of the attendees was not being received because the questionnaire is handed out on Sunday (the last day of Forum) after a number of attendees have left for home. The questionnaire needs to be with the other material received when attendees arrive at Forum or a survey monkey could be used. There was also a recommendation that the survey questions be provided once per day.

No changes to the State 4-H Council meeting on Sunday were recommended.
The 2016 Forum will take place on October 20-23 in Pasco at TRAC.

Financial Audit Report
The financial audit was completed by Michelle Lain and Holly Haddenham. They did not find any concerns/issues. Don Ballard made the motion to accept the audit report. The motion was seconded by Jean and unanimously approved by the State 4-H Advisory Board.

The Advisory Board made no decision on whether the next board meeting should be held at the hotel by TRAC or at the Franklin County Extension office. Vicki Contini and Erin Fuhrer will schedule the meeting location based on local preference.

Don Ballard made a motion that the State 4-H Advisory Board meeting be adjourned. The motion was seconded by Sabrina Wood and unanimously approved by the State 4-H Advisory Board at 9:40 a.m.

Respectfully Submitted,
Vicki Contini, Secretary

April 2015 Action Items
10. On Hold – Savanah Graham was not present to provide an update on promoting 4-H using traveling displays/power point presentations.

October 2015 Action Items
2. On Hold – Don Ballard is following up on this item. Pat BoyEs was going to contact Saturday’s speaker at the 2015 Forum and ask her to do a voice over of her slide show that can go on our website to promote Forum.

January 2016 Action Items
1. Sponsorship letters will be written that can be used to request funding for Forum.
2. A protocol for credit cards was outlined and will be added to the registration.
3. A Hall of Fame nomination form will be created for Pat BoyEs.
4. The Public Awareness Committee was interested in sending letters to the counties inviting leaders to attend Forum as was done in the past.
5. The Public Awareness Committee decided to create a forum outreach document. Erin Fuhrer and Jean Lindsey will write a Forum outreach document targeting new leaders.
6. 4-H window displays during National 4-H Week need to be promoted more to increase participation. A decision needs to be made concerning the creation of a new write up or using what was used before.
7. Instead of using a discounted registration fee, the committee felt a window display traveling trophy would generate more interest. Sabrina Wood will price out options for a window display trophy.
8. Public Relations Campaign for the liking and sharing of Forum information with the reward of 25 dollars off a registration for likes and shares of facebook posts.
9. The Teen Committee is working on an update to the promotion page for the teen positions to develop ideas for getting teens interested in State Advisory Board and materials needed to develop interest and understanding.
10. Joy Wilken will develop application criteria and ask past state advisory board teen representatives.
11. Forum planners expressed the concern that those attending the Know Your Government training on Saturday missed half of the Saturday workshop sessions. Jan Klein was asked to poll those that attend the Know Your Government training for their preferences

Agenda Items

• A discussion will take place at the April Advisory Board meeting to decide if the Golden Ticket raffle should continue to take place.