



Minutes of the Board of Directors of the Iowa Extension Council Association

June 24, 2023

The Board of Directors of the Iowa Extension Council Association met at the Polk County Extension office on June 24, 2023. Board members present include Connie Casson, Sara Neuzil, Dr. Joy Prothero, Mary Greiman, Mollie Scott, Ruth Wilcox, Kasey Peters, Paul Gieselman, Chrissy Westercamp, Al Ralston, Bruce Clark, LeAnn Lawler, Tom Monroe, Roberta Hersom, Jamie Thompson, Chris Gilbert, Gwen Hanson, and Kelly Jared. Also present were Dr. Jason Henderson, Andrea Welchans, Paul Gibbins, and Jennifer Vit.

President Connie Casson called the meeting to order at 10:00 a.m.

Following introductions, an ISU Extension and Outreach update was shared by Dr. Jason Henderson, Vice President for Extension and Outreach ISU Extension and Outreach. He discussed his perceptions of Iowa State University Extension and Outreach in his first three months. He doesn't see big changes that need to be made and each county has its own individual strengths, opportunities, and barriers. The new 4-H Program Leader position will be a faculty appointment. He shared that extension can do anything, but not everything. The IECA Board of Directors is seen as the main advisory board and connection to our counties.

Kasey Peters moved to approve the agenda, Joy Prothero seconded the motion. The motion carried.

The minutes from the January 12, 2023 IECA Board of Directors meeting were approved.

Jamie Thompson gave the treasurer's report. There is a balance on hand of \$50,185.93 in checking & \$105.00 in savings. The following bills were presented:

- Whitfield & Eddy - \$600.00 for May 2023
- Julie Baumler postage (\$13.95) and renewal of the Quicken subscription (\$64.07) for \$78.02 total
- MailChimp - \$42.77 for June
- ISU Print Services - \$153.99 + \$39.87 = \$193.85 for meeting copies
- Assured Partners (Directors and Officers insurance) - \$1090.00

Joy Prothero moved to approve the treasurer's report. Mary seconded the motion. The motion carried.

Jennifer Vit updated the board on dues collection for 2023-24. 72 counties have paid as of Friday, June 16.

Jennifer announced the board election results. The following members have been elected to a 3-year term ending in 2026.

- Region 2 – Roberta Hersom
- Region 4 – Kirk Phelps
- Region 7 – Mollie Scott
- Regions 10 & 28 – Bruce Clark
- Region 21 – Connie Casson
- Region 22 – Jamie Thompson
- Region 24 – Mark Davitt
- Region 26 – Chrissy Westercamp

Kelly Jared moved to appoint Chris Gilbert to complete the Region 23 board position ending in 2024 and Ruth Wilcox to a 3-year term ending in 2026 in Region 9. Paul Gieselmann seconded the motion. The motion carried.

A County Services update was shared by Andrea Welchans, Asst. Vice-President for County Services. The update included the following items:

- Janet Smith has been hired as the new Director of Field Operations in the South.
- The regional director positions in Regions 24 and 28 are vacant. Both positions have been posted and close on July 5th.
- Five regions are hosting Rising Star interns. These are ISU students from the College of Ag and Natural Resources, Design, or Human Sciences. On August 3, Rising Star Intern project presentations will be held on campus and on Facebook Live.
- Statewide financial audits for FY22 have been completed by several counties. All counties have completed their 2021 audit; a report will be provided with the findings and recommendations.
- The NACAA Conference will be held August 13-17 in Des Moines. There were 77 counties who donated \$2,500 in support of this conference. Over 900 people have completed the early bird registration to attend, and they are expecting anywhere from 1,000 to 1,100 people.
- A welcome reception for Dr. Henderson will be held on August 2 at the Knoll, ISU Campus with President Wintersteen as host. Board members will be receiving invitations to attend.

The February 2 and 7 virtual Extension Council Conference was discussed.

- There were 135 people registered for the conference with a breakdown of 98 council members and 37 staff. This is a better ratio of council members to staff than in previous years. However, it is still disappointing that more council members do not participate.
- Expenses for the conference including keynote speaker, conference services, and prizes were \$3,632.00. Income from conference services (after taking out their service fees) was \$2,722.50. Overall cost of the conference from the IECA budget was \$909.50.
- Some board members heard complaints about paying a registration fee when we will post the videos on the website for free following the conference.
The group discussed balancing the benefit of networking in person with getting people to participate. Potential ideas include trying a different time of the year, hosting shorter education events throughout the year (in person or virtual). Possibly have the conference on a Wednesday evening during the fall
- It would be helpful to IECA staff to have the conference at a different time of the year from the Legislative event.

The February 15 Legislative Breakfast was discussed.

- Around 50 legislators or legislative staff members attended.
- Packets containing the stakeholder report, program #s from MyData, and an Extension and Outreaching funding overview were created for each county in the legislator's district. Packets were delivered to legislators who were unable to attend.
- There was an expense of \$887 for food. The Vice President's office covered the cost of copies for making the packets.
- Recommendations for the future: Dr. Henderson will rely on the council as a sounding board and action board to provide information to him and make connections with legislatures in your area. Will need to formulate a plan with him in tandem.

Board members reviewed the 2022-2025 Action Plan handout and discussed those accomplished to date and highest priorities for the coming year.

Board officer elections were held.

- Chrissy nominated Kelly Jared for president, Paul seconded the motion. The motion carried.
- Leann nominated Bruce Clark for President-Elect. Chrissy seconded the motion. The motion carried.
- Sara nominated Kasey Peters for secretary. Mary seconded the motion. The motion carried.
- Gwen nominated Jamie for Treasurer. Joy seconded the motion. The motion carried.

Kasey Peters moved to approve the Board Process Issues as they stand. Roberta seconded the motion. The motion carried.

Mary Greiman moved to name Veridian as the financial institution for IECA for accounts. Le Ann seconded the motion. The motion carried.

The standing committees met and reported back to the group.

Finance, Policy, and Legislation Committee:

- Committee chair: Paul Gieselman
- The committee recommended the following budget:

<u>INCOME</u>	
Membership Dues	\$ 30,720.00
EAP Payment	9,500.00
Extension Council Conf.	
TOTAL INCOME	\$ 40,220.00
<u>EXPENSES</u>	
General	
Bank Charges	\$ 30.00
Copies	750.00
Misc.	500.00
Office Supplies	350.00
Postage	500.00

Travel	6,000.00
Insurance	1,090.00
TOTAL General	\$ 9,220.00
Comm. & Networking	
Communications	\$ 1,200.00
Marketing/Promotions	900.00
TOTAL Comm & Networking	\$ 2,100.00
Human Resources & Member Services	
Council Conference	\$ 2,000.00
EAP	9,000.00
Legal Services	16,850.00
TOTAL Human Resources & Member Services	\$ 27,850.00
Finance, Policy, & Legislation	
Legislative Contacts	\$ 1,550.00
TOTAL Finance, Policy, & Legislation	\$ 1,550.00
TOTAL EXPENSES	\$ 40,720.00
OVERALL TOTAL	\$ (500.00)

Connie moved to approve the recommended budget. Paul seconded the motion. The motion carried.

- The group determined they will work with Dr. Henderson to determine how we can support his new goals for Extension and Outreach with our legislative advocacy. The money has been budgeted and want to be responsive to supporting Dr. Henderson's vision.

Human Resources and Member Services Committee:

- Committee chair: Bruce Clark
- The committee recommended looking into the potential of cost savings for statewide preferred pricing contract for county office Voice Over Internet services through Verizon Cloud. Several counties have saved 70-80% on their phone bill through this service. Jennifer is researching maybe getting a deal on the statewide contract.
- The group recommended including an "HR Hot Tip" feature in the IECA council newsletter.

Communications and Networking Committee:

- Committee chair: Connie Casson

- The committee discussed the form and function of area meetings as a vehicle for potential county extension council training. Ideas include:
 - Set up would be meal, training, going over relevant content.
 - Finance tips
 - Summer intern showcase
 - Faculty research and findings.
 - Wednesday nights are ideal - doesn't need to be affiliated with a staff meeting.
 - Showcase resources on the IECA website to help drive traffic to those resources. A mix of static and promotional videos to showcase throughout the year.
- The IECA website will be transitioning to a new platform this summer. Julie will look to ensure the old site's structure will be transferred correctly to the new site and work to optimize usability and highlight resources for council members

Jennifer shared her Executive Director's report with the following items:

- There are a record 97 counties and 386 employees participating in EAP this year. In our report from Employee & Family Resources (our EAP provider), we learned that 7-8% of enrollees use their EAP benefits. This is double the state average and speaks to success in IECA and Extension and Outreach staff promoting EAP.
- Fiscal workshops council chairs and treasurers were held in 6 locations across the state. County Services and IECA would like to create an online course or some resource that council members can utilize when needed in between the live trainings that are offered.
- First Advantage is going through transitions for a new platform which can affect users in the office. The process is the same, and the cost is the same. Just the online software will look a little different. This has not been announced but should transition in the fall or early winter.
- A Conflict-of-Interest webinar will be offered by Kay Osvig of Whitfield & Eddy on the evening of Aug. 9 from 5:30 – 6:30 p.m.
- The IECA fiscal review for FY23 will be scheduled for August. Two individuals outside the board will help review.

No county concerns or issues were shared by the board members.

Joy moved to approve a bill from Cyclone Awards for \$108.50 for the outgoing president's gift and name badges and \$2,787.00 for travel expenses. Al seconded the motion. The motion carried.

Julie will send out a poll toward the end of the summer to set the next meeting date on a Saturday in October or November 2023.

The meeting was adjourned.

Respectfully submitted,

Kasey Peters, IECA Secretary