



Extension Council Meeting Minutes

Time and Place: A meeting of the Extension Council Board was held on Thursday, March 7, 2024 at the Coles County Extension Office.

Participants: The following members were in attendance: Kelly Barringer, Denise Corray, Gary Gergeni, Janet Blade, Scott Seegmiller, Tom Webb, Travis Phelps, and Jessie McClusky, County Director. Also in attendance were Morgan Jones, Marketing Coordinator, Jenny Lee, Master Gardener and Master Naturalist Program Coordinator, Andrea McNeil, 4H Youth Educator, and Dennis Ochs, Douglas County Ag Center Board President.

Call to Order: The meeting was called to order at 6:01pm and a quorum of the Board was present. Tom Webb called the meeting to order, and Denise Corray kept the minutes of the meeting.

Approval of December 7, 2023 minutes: Travis Phelps made a motion to approve the December minutes, and Scott Seegmiller seconded the motion, which carried unanimously.

Program Spotlight:

- Jenny Lee from the Master Gardener and Master Naturalist Program provided an overview of the Master Gardener program for the Committee members. The program is currently being delivered in person, hybrid, and in a completely online delivery platform to appeal to more participants' schedules.

Guest:

- Douglas County Ag Center Board President Dennis Ochs educated the Board on the origin of his Board and the relationship between his board and Extension Council (this was tabled from the December meeting, pending more information). He also provided some background information about the person nominated for the Douglas County Ag Center Board, Elizabeth Mitsdarffer. Kelly Barringer made a motion to vote Ms. Mitsdarffer to the Douglas County Ag Center Board, it was seconded by Denise Corray, and it passed unanimously.

Committee Reports:

- Programs
 - What programs have you seen promoted for Master Gardener, Master Naturalist, 4-H Youth Development, Family Life, and SNAP-Ed? Any suggestions?
 - Tom Webb has seen Master Gardener and Master Naturalist in local papers and also has friends who attend and invite him to join. He thinks the word of mouth about these programs is solid. He also sees signs around Cumberland County for the deer donation program. We suggest utilizing social media more, and suggested looking into the TV screens that are at some gas stations.
 - What programming is needed and within our scope to provide?



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- We don't think we need to expand programming, but rather focus on the successful programs and scale down a bit on offerings in general.
 - Who do you think we should be connecting with to enhance our efforts (collaborators)?
 - Focusing on the mental health-related programs (couples counseling, caregiver support), we can reach out to ECIAA and hospice agencies for referrals. Also, Kelly noted that SIU-C has a farmer mental health program. In general, we can reach out to home schoolers. Also, we could see about accessing the greenhouses on school properties during the summer when they are probably not in use.
 - What program area(s) would you like to know more about to help guide your understanding/awareness?
 - Denise could use some education about all programs. Tom thinks hearing about them on a regular basis would be helpful. We all agree that the Program Spotlight portion of our meetings are very helpful.
- Marketing
 - We should not inundate people with information – it's too much and they stop looking and/or it goes to spam.
 - No mass mailings of flyers or print media.
 - We should make contact with teachers.
 - Daytime meetings for the different programs do not attract people who are working, so they tend to attract an older demographic. Offering programming outside of regular business hours will likely attract a different set of people.
 - Make the marketing material more specific and send less frequently (quarterly vs. monthly).
 - We need key people/ambassadors in the community to spread the word about programs offered.
 - When trying to market to such a large audience, it's not hitting any particular demographic successfully.
 - On the monthly (quarterly?) flyer, hyperlink the counties vs. the programs so people can jump to what's available in their local area.
 - Add an archive section to the website to past press releases.
 - Determine what is considered a successful program and review to determine if it should continue or not.
- Membership
 - The challenge is that we should have 15-20 members on the Board, and there are only 11.
 - We should identify candidates and send their contact information to Jesse (make sure they know she will be calling).
 - FFA teachers would be good members.
 - Home schooling circles can be contacted.



- We can review new candidates at the June meeting and they can join at the September meeting.
- Financial
 - Jessie explained that she has three new staff (Andrea McNeil, Rachel Stenger, and Melania Kincaid), and the signature cards need to be updated at the banks. Janet Blade made a motion to update the signature cards, and Gary Gergeni seconded. It passed unanimously.

Old Business:

- Extension position updates:
 - Andrea McNeil is the new 4-H Youth Education, and introduced herself to the Board.
 - Rachel Stinger started as the 4-H Program Coordinator in Moultrie-Douglas counties
 - Melena Kinkaid started as the 4-H Program Coordinator in Cumberland County

New Business:

- Extension updates:
 - Kelly Barringer shared that there is an amendment drafted to HB5017/SB3407 that will allow meat processors to get processing fees covered for meat donation programs.
- Bylaws – Discussion was had about attendance at Board meetings. Some members never attend, and do not correspond with Jessie at all, despite her attempts. There was consideration of adding a clause to the council member agreement outlining the expectation for a certain level of attendance. After discussion, it was decided to pass a policy that the County Director will review the attendance of Board members and share that information with the Membership Committee. Based on that information, the Membership Committee will make a recommendation to the Board for action, if necessary. A motion was made by Scott Seegmiller and seconded by Kelly Barringer, and it passed unanimously.

Executive Session: NONE

Public Comments: NONE

Adjourn: A motion to adjourn was made by Janet Blade, and Denise Corray seconded the motion, which carried unanimously. The meeting adjourned at 7:51pm.

NEXT MEETING IS JUNE 6, 2024



Extension Council Meeting Minutes

Time and Place: A meeting of the Extension Council Board was held on Thursday, June 6, 2024 at the Coles County Extension Office.

Participants: The following members were in attendance: Dustin Hay, Kelly Barringer, Gary Gergeni, Janet Blade, Scott Seegmiller, Travis Phelps, and Jessie McClusky, County Director.

Also in attendance were Morgan Jones, Marketing Coordinator and Cheri Burcham, Family Life Educator.

Call to Order: The meeting was called to order at 6:05 pm and a quorum of the Board was present. Dustin Hay called the meeting to order, and Jessie McClusky kept the minutes of the meeting.

Approval of March 7, 2024 minutes: The March 7, 2024 minutes are accepted as true and correct with the following amendment:

Page 3, under "Fiscal" – add the following clarifying statements:

Add Melaina Kincaid to the Cumberland County bank account at First Neighbor Bank.

Add Rachel Stenger to the Moultrie-Douglas County bank account at the State Bank of Arthur.

Moved: Kelly Barringer

Seconded: Scott Seegmiller

Motion carried

Program Spotlight:

- Cheri Burcham, Family Life Educator, provided an overview of the various programs available, including mental health and brain health programs. Plus, Cheri led an activity for the members to participate in to receive hands-on experience.

Committee Reports:

- Programs
 - Organizations Extension should consider partnering with:
 - Lake Land College, WIOA, EIU
 - Possible programs to consider:
 - Small business programs (business plan, insurance, etc.); How to talk to teens
 - Marketing
 - Increase marketing
 - Consider sending mailers promoting programs (include a visual calendar)
 - Attend community events
- Marketing



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- Morgan Jones gave an update on the projects she has been working on which include social media plan, photo bank, updating the monthly newsletter to a quarterly piece, and improving and updating the website.
- Discussed partnerships and how to tap into them and SPIN clubs.
- Membership
 - New Council year is December-November
 - County Board Appointments: If appointed by the County Board and the individual agrees to the membership responsibility (signs the agreement form), they count towards the quorum.
 - The Board agreed to extend invitations to join the Council for two two-year terms starting in January 2025 to:
 - Elizabeth Mitsdarffer (Douglas County)
 - Erik Stollard (Moultrie County)
- Financial
 - Jessie McClusky, County Director, shared that she is in the early stages of a year-long funding campaign. Despite funding from Federal and county Boards and individuals, it is not enough to cover the increasing cost of conducting Extension work/programs.
 - Additional funding will:
 - Provide financial sustainability and diversify funding sources
 - Assist with expanding 4-H Youth Development
 - Increase the scope and frequency of our health and wellness programs, addressing critical needs such as mental health and chronic disease prevention.
 - Enhance our programs by incorporating more cutting-edge technologies and practices.
 - More information about the plan, messaging, etc. will be shared at the next meeting.

Old Business:

- Slate of Members (January 2025-December 2027)
 - Board agreed to extend invitations to join the Council Board for two two-year terms starting in January 2025 to:
 - Elizabeth Mitsdarffer (Douglas County)
 - Erik Stollard (Moultrie County)

New Business:

- Extension updates:
 - Discussed fair dates
 - Share accomplishments:
 - ROE#11 presentation and request for signature programs
 - Master Gardeners graduation and 30 year anniversary of the program



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- Partners in Produce piloting a new process for delivery with some pantries coming to the auction and picking up produce.
- Deer Donation program won 1st place as a National winner of the NEAFCS
- IL Farm and Ranch Stress Assistance Network Team won the 2024 Team Award.
- Staff
 - SNAP-Ed opening(s) coming this fall.
 - Held a Team Wellness Day on May 29 at Allerton Park with an educational tour of the mansion and a garden walk with a Master Gardener and Coordinator. The team spent time together out in nature.
- Scott, Gary, and Travis received the book, “The Nature Fix” for all having 100% attendance this council year.

Executive Session: NONE

Public Comments: NONE

Adjourn: A motion to adjourn was made by Scott Seegmiller, and Janet Blade seconded the motion, which carried unanimously. The meeting adjourned at 7:31 pm.

NEXT MEETING: September 5, 2024



Extension Council Meeting Minutes

Time and Place: A meeting of the Extension Council Board was held on Thursday, June 6, 2024, at the Moultrie-Douglas County Extension Office.

Participants: The following members were in attendance: Kelly Barringer, Gary Gergeni, Scott Seegmiller, Travis Phelps, Tom Webb, Denise Corray, and Jessie McClusky, County Director.

Also in attendance were Morgan Jones, Marketing Coordinator and Rachel Stenger, 4-H Program Coordinator for Moultrie-Douglas.

Call to Order: The meeting was called to order at 6:00 pm and a quorum of the Board was present. Tom Webb called the meeting to order.

Approval of June 6, 2024 minutes: The June 6, 2024 minutes are accepted as true and correct

Moved: Kelly Barringer Seconded: Scott Seegmiller Motion carried

Program Spotlight:

- Rachel Stenger, 4-H Program Coordinator for Moultrie-Douglas, provided an overview of the various 4-H programs and included information on what goes on behind the scenes to help support the 4-H Club leaders. The board participated in an icebreaker activity popular in 4-H.

Committee Reports:

- Programs
 - Jessie shared the most recent newsletters, program calendar and highlighted various upcoming programs such as: Take Charge of Your Pain, Take Charge of Your Health, Pollinators, Oaktober Celebration, Tips and Tools for the Avid Gardener, Spring into Gardening Conference, Master Gardener Plant Sale
- Marketing
 - Morgan Jones gave an update on the projects she has been working on.
- Membership
 - No report
- Financial
 - Jessie McClusky, County Director, shared that she is in the early stages of a year-long funding campaign. Despite funding from Federal and county Boards and individuals, it is not enough to cover the increasing cost of conducting Extension work/programs.

Old Business:



- New Council members, Jan-Dec 2027, Jessie will connect with the Membership committee to present a slate of officers to be voted on at the first meeting in 2025. Elizabeth Mitsdarffer and Erik Stollard will attend the last meeting of the year in December.

Moved: Kelly Barringer Seconded: Scott Seegmiller Motion carried

New Business:

- Douglas County Ag Center Board of Directors requested approval from the Extension Council for the appointment of Ruth McDaniel, 3-year term, Sep 2024-Sep 2027

Moved: Scott Seegmiller Seconded: Tom Webb Motion carried

- The Board discussed a slate of officers to be voted on at the first meeting in 2025. Officer positions include Chair, Vice Chair, and Secretary.

Executive Session: NONE

Public Comments: NONE

Adjourn: A motion to adjourn was made by Scott Seegmiller, and Travis Phelps seconded the motion, which carried unanimously. The meeting adjourned at 7:31 pm.

NEXT MEETING: December 5, 2024