

MONTEREY COUNTY 4-H COUNCIL MEETING MINUTES

DATE: January 15, 2019

LOCATION: Monterey Co Ag Office Conference Rm.

CALL TO ORDER: 7:00P by Tim Lewis. Pledge of Allegiance and 4-H Pledge led by Tim Lewis

ADDITIONS OR CORRECTIONS TO THE AGENDA

Darlene to give Program report due to Lorin's absence. No other changes

ROLL CALL

President: Tim Lewis (KCBR)
1st Vice President: Hana Ferguson (Buena Vista)
2nd Vice President: Dena Jenkinson (Chualar)
Treasurer: Gidget Guidotti (Mission)
Secretary: Travis Tanaka (Buena Vista)
Program Staff: Lorin Lurz (absent)

CLUB REPRESENTATIVES AND GUESTS

Aromas: Jacque Palmer
Buena Vista: Travis Tanaka
Carmel Valley: Scott Quilty
Chualar: Angie Horwath, Sierra Sala, Mari Horwath
Gonzales: No representative.
Greenfield: Luzmaria Arguenta, Elizabeth Hernandez, Liselt Arguenta
Hilltown: Rhonda Hurtado, Kelli Martignoni
King City Blue Ribbon: No representative.
King City Rural: Carla Mullany-Ackerman, Marti Ackerman
Lockwood: Misty Hancock
Mission: Gidget Guidotti, Garrett Guidotti
Natividad: Janet Wohlgemuth
Royal Oaks: JoAnn Etchinson, Sheryl Jones
San Benancio: Luke Vorwerck, Westly Hill, Kathleen Banks,
Spring: Kelly Violini, Nicole Hostert

APPROVAL OF LAST MEETING MINUTES

Motion to accept minutes from the November meeting: Kelly Martignoni (Hilltown) Second: Misty Hancock (Lockwood) No Discussion. Motion passed unanimously

TREASURER'S REPORT (Gidget Guidotti)

Report covers November 1-31, 2018.

Opening November 1: \$51,436.36
November Income: \$100.00
November Expenses: \$2,105.17
Closing November 31 \$49,431.19
Morgan Stanley (Scholarship): \$55,922.94
Pacific Valley Bank: \$54,331.27
CD Total: \$110,254.21
Combined Total: \$159,685.40
Comments: None

Report covers December 1-31, 2018.

Opening December 1: 51,436.36

December Income: \$661.60

December Expenses: \$605.75

Closing December 31 \$51,492.91

Morgan Stanley (Scholarship): \$55,922.94

Pacific Valley Bank: \$54,331.27

CD Total: \$110,254.21

Combined Total: \$161,746.42

Comments: Gidget suggested to the group to photocopy checks and make a note to help manage finances

Tim asked if Gidget was able to change CD's to get a better rate. Gidget responded that the deadline was missed; CD rolled over for another year.

PRESIDENT REPORT (Tim Lewis)

Carmel Valley 4-H charter approved in December 2018. Scott and Kristen Quilty are Club Leaders for CV. Welcome to the Leaders Council. The club will hold an opening ceremony and officer installation.

At the November meeting, discussed the future of the Clover Café fundraiser. Tonight, Council needs to decide the future of the Clover Café. Three options available: 1) Quit the café, 2) Keeping and changing to make profitable, 3) Keep and possibly get a sponsor to operate the booth

Whatever decided, if the Café is gone, other fundraising plans need to be made. If there is no Café or fundraiser to replace, there will be a deficit in the budget. Then next year's budget will have cuts to balance. A vote for direction will be called during unfinished business

FUNDRAISING COMMITTEE

Giving Tuesday- Kelly Violini reported that many donations were matched. After the initial donation from Monterey County Fair and subsequent match, Camp received \$8,500. \$650 donations went to Monterey County 4-H. After the donation match, Youth Council received \$1,100. Donations including matching funds totaled \$10,250. Most donations were matched, but matching funds were gone early. Gidget donated at 2AM and matching funds were exhausted.

Color Me Green Run/ SpringFest- Carla Mullany-Ackerman gave the report for CMG fundraiser. Also reported on SpringFest which is hosted by the Monterey County Fairgrounds. Each club received a bag containing BBQ tickets and postcards to promote both events. After the council's CMG, a tri-tip lunch will be available. Each Club received 40 tickets (\$10 each). Tickets and funds due at next Council meeting. Springfest BBQ proceeds to benefit 4-H. Tim reminded the group that SpringFest could be a fundraising alternative. Ticket sales tracked by club- partial revenues returned to Club. SpringFest will be a practice show day for livestock. Possible to make it into a Jackpot show next year. Other events on site to include a *Make it and Take it* non-animal entry- SVF will have entry category. The coordinators are planning a Farmers market, craft project, cake walk, bounce house. FFA invited to come and sell their items. 4-H members can come sell items from crafts projects, etc. For items sold, 10% revenues will go to Council. SpringFest is free to enter. Good event for Clover Buds.

Clover Café- update and discussion moved to unfinished business.

YOUTH REPORTS/ CLUB SHARING

Club Youth representative report- None

Club sharing: No topic.

Project Opportunity-Dena Sala-Jenkinson (Chualar)- New 4-H Livestock judging project that is open to all members in the County. Dena is serving as co-leaders with Frankie Eubanks. First meeting is Jan 31 at Ag office. One meeting per month, goal is to put a county team together to compete, like animal quiz bowl. Project is open to all ages.

Tim added that judging projects go into college. Tim voiced his full support for all judging projects and is available for support.

YOUTH COUNCIL (YC) REPORT

Luke Vorwerck (San Benancio) updated the Leaders Council about Youth Councils last meeting. Youth council discussed their plans for Fantastic Field Day (FFD). YC members will serve as masters of ceremony and have a leadership presentation. Sierra Sala (Chualar) stated that YC's FFD presentation will be jungle themed with an emphasis on building the foundation of leadership for 4-H youth. Mari Horwath (Chualar) reported that the group went and had a social outing after their previous meeting and had a fun time. Westly Hill (San Benancio) stated that YC discussed SpringFest. Westly informed the group that SpringFest will include a livestock show, can bring any animal except beef. Marti Ackerman (KCR) reported the YC is planning a Hi 4-H paint event (squirt guns) at SpringFest. Cost to play is \$3.00. Garrett Guidotti (Mission) added that YC members participated in a team building exercise called chocolate river. They also did an activity called heart ladder which involved youth involvement with leadership with a scale 1-8,

COMMITTEE REPORTS: *led by 1st Vice President: every club should have a binder to record info. Council meeting reports must have date, time, location. Comments to Hana after event complete to reduce "critiques" at the council meeting. She will be reaching out to each club who has an upcoming event.*

Bowl-a-Rama (San Benancio)- Kat Banks reported that 54 members from 10 Clubs participated. Attendance lower this year compared to previous years. Costs were higher but still under budget. Prizes available for placing, lowest score, etc.

Animal field day (Chualar)- Angie Horwath reminded the group to RSVP the online registration by 19th. Members that RSVP get a complementary lunch and entered in a raffle. 220 signed up, large turnout expected at both the King City and Prunedale LA Hearne stores.

Incentives and Recognition (KCBR)- No report

Expansion and Review (KCR)- Carla reported that KCR is working with Darlene to get an education youth program through the south county library system. A Coding project may be during spring break in a group enrolled program she will coordinate

Fantastic Field Day, overall (KCR): Carla Mullany-Ackerman reminded everyone that FFD is Feb 9. She stated that there is a contract with SVF in place; known cost for all buildings being used. (these are main expo, saloon and cafeteria. Carla reviewed with Darlene Ruiz the details of the pre-sale lunch. Darlene provided the following: Lunch to benefit the Diversity and Expansion Program. Pre-sale recommended and encouraged. Pre-sale lunch orders due Feb 1, \$6. Will go up to \$8 for walkups. See flyer for more information.

FFD, Vegetable Judging (Mission)- Gidget Guidotti stated that there was nothing new to add. Ready to go. This will be a gold medal contest. Member must use the study guide, if no one qualifies with the scoring, no medals will be awarded.

FFD, Dessert Judging (Royal Oaks)- JoAnn Etchinson stated that there was nothing new to add. Ready to go. This will be a people's choice category. see flyer.

FFD, Livestock Judging (Chualar)- Angie Horwarth reported that they are ready. Videos are prepped, and the judging is straight forward. Contest will be held in the cafeteria room.

FFD, Judging contest/ tabulations (Aromas)- Jacque Palmer reported that the Judging contest will have 10 classes. 3 classes appropriate for Beginning 4H, 3 for intermediate, 4 for senior. Classes to span many 4-H projects

Scholarships- Dena Jenkinson (Chualar) is leading effort to revise Council's scholarship forms and rubric. \$7,000 available for this year due to vote to includes last year's unused \$3,000 funds. Dena is revising scholarship program with a tight turnaround time. Scholarship focus is for youth that have participated at County Level, particularly leadership. This is a county leadership scholarship provided by the Leaders council. Awards will be 7 scholarships at \$1,000, if applicants qualify.

Scholarships are in whole amounts only. Must be all or nothing. No way to fairly give partial scholarships based on performance and participation. Use Club level scholarships for smaller awards. Refer further question to Dena.

COMMITTEE REPORTS:

FAIRS UPDATE:

Scholarships-Dena gave an update regarding the MCF Heritage scholarship. Application is available and must be postmarked by May 3. Scholarship is for junior or senior students attending high school in Monterey Co. Must have a 3.0 GPA and must be in good standing at school.

SVF guidebook is out. Online entry portal operational January 18.

Kelly Violini reminded the group that the Cattlemen and Cattlewomen scholarships applications are due March 15. She encouraged all seniors to apply. Easy application, very few applicants.

YQCA- Kelly provided an update regarding YQCA. This is now a requirement from State Dept of Ag. Everyone showing an animal must be certified. Compliance is fair dependent. Santa Cruz Co Fair has not decided if doing in person or not. Other three fairs are requiring online training. Coupon form available to order multiple tests (county webpage- under fairs). Each youth must take their own test; cannot be taken as a group. Certification lasts for one year. Tests are age appropriate. There is how-to video available. Send comments to Kelly Violini and she will forward. Not enough trainers to do in-person.

Comment- if the state is requiring it, must have an in-person option. Some may not have internet. If a family has several kids, requiring this type of training is a barrier.

Question- are there accommodations for youth with special needs? Response- Contact YQCA. Nothing stopping a parent from helping youth while taking test.

Question- Will the tests be available in Spanish? Response- no

Comment- This training should be for a multi-year certification. Doing training every year is overkill.

STAFF REPORTS (Lorin Hofmann-Lurz and Darlene Ruiz)

Darlene Ruiz- Two official after school clubs started (Dual Language Academy and Seaside Middle School). One pending approval in Salinas. Salinas program to have theater arts and curriculum called Food, Culture and Reading. Project to start at Chualar elementary school and currently in talks with Rancho Cielo.

UNFINISHED BUSINESS: Lead by Tim Lewis. Discussion moderated by Tim. Everyone will have a chance to speak. Topic is the future of the Clover Café fundraiser with a direction from membership to occur. Will alter Robert's Rules of Order by having a discussion first and then a motion based on the outcome of the discussion. Three options up for discussion- 1) discontinue cafe 2) keep the cafe but work on profitability 3) keep café but seek sponsorship to operate café on our behalf

Speakers:

Kelly Martignoni- If we keep the café, are their ideas to make the café profitable? Tim- Exec board and fundraising committee to figure out solution. Possible solution is to limit menu to specific items

Misty Hancock: Lockwood membership felt it was important to keep the café for 4-H presence at fair. Good for history. Question as to what is "more profitable"? If we went with a sponsorship, would 4-H lose visibility? Tim- Sponsorship of café is up to interpretation. Could end up being a sub-lease. We don't know what is considered more profitable. Revenues been on decline for years. Are we getting out more than we are putting in.

Sierra Sala– Reduce hours

Scott Quilty - Are there any regulations preventing getting sponsorship. Kelly Violini response- If Monterey County 4-H has a contract with MCF, then 4-H cannot sublet. Can put a sponsor name on the building but cannot promise sponsorship.

Janet Wohlgemuth – Need to revisit the items that did well. Booth is good for outreach; there is a whole wall that can get utilized. There is work to get done to market outside of building. If we lose Café, lose outreach, potential income. Bigger picture is we lose getting youth to interact with public. Disservice to 4-H by discontinuing booth; this is the one fair to show off to Monterey Co. Tim response- if we keep the booth, we will need more support from clubs

Angie Horwath- Is the goal profit only or to provide experience. Parents complain that working the booth is a pain, but members have fun and gain experience running a business. Is the café something we turn into a 10K profit or is the goal to make 2K, but the youth get lots of experience? If it was just about the money, then need to do something else. We could do one BBQ and make the 8K, but we lose the history and benefits of members working. Tim response- the FB used to make 8-10K and was the only fundraiser for Council. Up to five or so years ago, Council was deficit spending with just the income from the FB. Need to balance budget and quit taking from Scholarship fund.

Kelly Violini- Spring 4-H club members missed having breakfast due to reduced hours. Contract with fair states that FB must be open during fair hours; FB has special exemption due to location.

Rhonda Hurtado- People say they missed breakfast, but for the days the Café was open early, only made \$200. Efforts to get people to eat breakfast, but they went to Denny's instead. Maintenance missed the Café being open. If Clubs are willing to be there at 6, can have the booth open. People were upset over shift sign up.

Sheryl Jones- Royal Oaks ran the FB for 12 years. Early on, was accepted that Clubs needed to staff the FB. Last couple of years, youth didn't complain, only parents. Last few years, lack of effort from Clubs to do outreach. No signs, names in window. If you vote to keep the FB, then it's a vote to stop complaining. The people that complained are also the ones who didn't do anything. If you want to have Council pay for activities for youth, then you need to work. We had many ideas, but only hear complaining from Club parents. I looked forward to the FB as a youth, but now the youth don't like the FB because parents have talked them out of it. Many people don't know where FB revenues went. Complaining has ruined a great experience for 4-H youth.

Carla Mullany-Ackerman- Wanted to join Fundraising and help with Café to see first hand what it takes to run the booth. As an adult to work in the booth for breakfast is reasonable. Not reasonable to ask Club youth to work that shift.

Jacque Palmer- Council had the opportunity to make the FB profitable by having consultants evaluate the FB, but council decided to not use them. May need to make changes that people won't agree with. Response- Consultant fees would have cut into profits, increasing loss. Did incorporate change of menu overhaul.

Gidget Guidotti- Donations were down

Dena Jenkinson - FB should be able to stand on its own and not rely on donations. Clubs are already providing labor. Donations should go direct to council and not FB. Too premature to discontinue FB, should try to make it work. Outreach potential is invaluable. Money made is still money made. Need to recruit more volunteers to help.

Kelly Martignoni- Why do we need to raise some much money when the budget balance shows 100k? Response- most of balance is tied up in CD's. Working budget; can only spend what we make. CDs are set aside as scholarship. Scholarship account was higher; account interest used to pay for scholarships. Goal is to make enough money to pay our needs and then replenish accounts.

Tim Lewis (closing thoughts before calling for motion)- Didn't hear "let's get rid of FB" comments. Did hear lots of keep FB, but with changes. Need a motion for a specific option.

Motion to retain Clover Café, with the option to make it profitable, either by way of changes to the menu, adding scholarships or obtaining donations to increase our profit. (Misty Hancock-Lockwood)

Second by Angie Horwath.

Passed unanimously. No additional discussion, except Misty Hancock thanked JoAnn Etchinson and Sheryl Jones for their years of service to the FB. Misty further thanked the fundraising committee for their efforts.

NEW BUSINESS:

None.

ADJOURN at 8:31P

Motion to adjourn: Gidget Guidotti (Mission), Second: Scott Quilty (Carmel Valley) No discussion. Passed Unanimously

Next Council Meeting- Tuesday, February 19, 2019. 7:00P Monterey Co Ag Office