

**4-H Council Meeting
August 3rd, 2015
Laurel Baptist Community Church**

Call to Order/ Attendance

The meeting was called to order at 7:05pm. In attendance were: Brenda Dunford, Michelle Williams, Kristi Harting (Representative of Critters and Company), Cameran Buss (Representative of Critters and Company), Mike Wallace, Viki Strand, Thomas Strand, Taylor Slocum (Secretary), Kolby Williams (Executive Chair), and Janel Black (Treasurer).

Secretary's Report

Taylor read the minutes from the last meeting. The Council accepted them.

Treasurers Report:

There is currently \$8,140.21 in Checking, \$6281.74 in Savings. \$2,133.71 in Checking is the Strengthening Families money, so our checking is \$6006.50.

Unclaimed record book checks from 2014. There were still six (6) 4-Hers that did not cash their checks. The last deadline, June 6th, was passed. The checks are now invalid.

The Council decided to reimburse half of the Drinkwater's expense of their shooting sports training. This came out of checking in the amount of \$407.50.

Old Business

Follow up: sounds like personal contacts to record book sponsors was made.

The Critters and Company 4-H club gave us an overview of how their recent Dairy and Meat Goat Clinic did.

New Business:

The first topic of discussion was whether or not we should offer **a different reward for the record books that get a red or white ribbon.** The recommendation was an ice cream coupon for whites, a 4-H pencil & ice cream coupon for reds and the premium and two prizes for blues. Vote **Passed unanimously.**

The **Promotions Advisory Committee** was made up of current, new and experienced 4-H leaders, 4-H teens, and organizational partners. This list of ideas is to further the 4-H enrollment and participation with the public. This committee has met twice and has been actively involved in finding ways to promote 4-H in Whatcom County. The complete list of recommendations is an addendum to the minutes. Michael presented the following main points to the Council for discussion and approval:

1. Recommend that Council recognize “4-H in Action” activities that engage the public, by providing presenters a supplies stipend from “Pay it Forward Clinic” grants.
2. Recommend that each club be recommended to do at least one promotional event a year (besides Fairs).
3. Recommend that clubs with teen members should schedule and host one public project clinic per year.
4. Recommend that a day of 4-H week as “T-Shirt at school day” since most clubs have t-shirts.
5. Recommend that each club provide generic G-mail contacts for primary club leaders on the club page of the website.

There was discussion if animals were allowed in “4-H in Action”. The Council thought that because of all the public safety issues, the public should participate in the Small Animal Experience at fair.

Viki Strand suggested that the 4-H clubs use their local library’s rooms to give their public clinics.

As per Promotions Committee the Small Animal Round Robin during fair is going to be held at the Charter College Stage at the Northwest Washington Fairgrounds. There should be less loud music by the Sheep and Goat Show Ring this year, due to advocating by the 4-H leaders and participants in the shows.

Officer Nominations for 2015-2016 Council

Treasurer Brenda/Katherine Dunford

Vice President Thomas Strand, Cameron Buss

Executive Chair (Open)

If you would like to nominate a person for Whatcom 4-H Council please do so by September 30.

There was also discussion on where to buy the Fair ribbons this year, because the company that usually supplies them went out of business. Mike Wallace said that he would look at on-line options.

We discussed the Teen Rally, Leaders Forum in October and The 4-H picnic.

The Thunder Birds 4-H club is looking for about 10 new members to join their club this year.

Michael is attempting to coordinate with WCC Business Club to help clubs deliver Financial

Mike Wallace gave us an update on the coordinator's job description committee and how his potential job reassignment and responsibilities will benefit Whatcom 4-H.

The 4-H picnic is being reframed as a dance to be held October 10 after the fair, possibly at Camp Horizon's Gym in Blaine. There is talk of having a formal dance as well as games and food. A short meeting will precede the festivities. Brenda Dunford and Janel Black will help the teens plan this event.

The meeting closed at 8:53

ADDENDUM to Minutes:

2015 Promotions Advisory Committee Recommendations:

Club Input Required:

Need outreach events rather than simply "being observed by the public" events. Encourage "Bring a Friend" events.

Think about ways 4-H youth can engage the public at fair.

Why isn't 4-H in Action an "invitational event" to other youth?

- 1) + move that Council recognize "4-H in Action" activities that engage the public, by providing presenters a supplies stipend from "Pay it Forward Clinic" grants
- 2) +Move that each club is required to do at least one promotional event a year (besides Fairs)
- 3) +Move that clubs with teen members should schedule and host one *public* project clinic per year
- 4) +Move a day of 4-H Week as "T-shirts at school day" since most clubs have t-shirts.
- 5) +Move that each club provide email contacts for primary club leaders on the club page of the website

(If all clubs create a g-mail club account, this will also allow us to utilize the other google tools, such as calendars, etc.)

Program Coordinator:

Devise a mentoring system for incoming families that includes introduction to the “culture” of 4-H, parental expectations

- Survey club leaders for a list of agreed upon “messages” for incoming parents.

Need to have stronger recruitment of projects and male leaders to create more gender equity in program.

More opportunities for clubs to interact with clubs (see motion # 3)

Extension:

Create recruitment collection methods that can be left in public areas. *(In process)*

Recognize that nowadays people want to find all their answers online.

- 6) **+Move that Extension assign a team of web design interns to evaluate and simplify the website** (secondary committee)
QR codes linked to “Join 4-H page”

Clubs should train youth in positive talking points of 4-H

Office provide clubs with a “talking points of 4-H” starter sheet

Engage leadership to build a broader list of promotional avenues including homeschool lists, farmer mailing lists, Co-ops, PTA connections, schools.

Advertise in Schools.

Fair Related Visibility

Engage public in 4-H in Action (see motion #1)

Move Small Animal Round Robin to a more publically visible location, *(done)*

Encourage a “Still Life” Round Robin (volunteer?)

A 4-H event that will draw crowds to Fair?

A central meeting space for 4-Hers during Fair. *(done)*