



LARIMER COUNTY
COLORADO STATE UNIVERSITY
EXTENSION

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Extension Advisory Committee Meeting Minutes

November 3rd, 2021
8am – 10:00 am virtually via Zoom*

Advisory Board members attending: Matt Holloran, Kara Rudnick, Regan Thomas, Irene Romsa

Guest: Tony Koski

Commissioner's Office: Commissioner Kristin Stephens

Extension staff attending: Kerri Rollins, Andy Weakland, Bailey Schilling, Katie Daywalker, Cari Brown, Alison O'Connor

AGENDA

- A. CALL TO ORDER at 8:03am by Regan Thomas
- B. PUBLIC COMMENT:
 - a. Regan: Any public comment?
 - b. Tony: No public comments at this time
- C. AGENDA REVIEW:
 - a. Regan: Full agenda as always. Hope everyone has had a chance to look and review.
- D. APPROVAL OF LAST MEETING MINUTES: Approved as written
 - a. Regan: Any comments of last minutes? Motion to approve minutes from last meeting.
 - b. Kara: I motion to approve
 - c. Regan: Motion passed
- E. COUNTY COMMISSIONER LIAISON REPORT/COMMENTS

a. Kristin: Still in the middle of approval of budget process. Opportunities online still to give input from the public about the budget online. Big capital projects being worked on through the budget. A lot of budget made up of personnel. On budget page there is a link to Covid related funds. Trying to get out immediate needs grants to help the community. Grant application is available so please get out into community for awareness. Equity Diversity and Inclusion Board. Applications will be available soon.

F. INFORMATION ITEMS: (10 minutes, highlights)

- Future meetings and room IT
 - Kerri: Spoke previously about getting together in person. Currently our room is being updated with new equipment and will be done by end of year. If that does get down we can look at starting to have meetings in person in our new updated room.
- Board elections and more at the January meeting!
 - Kerri: Board elections in January. Chair and Vice Chair position. Board recruitment will be in the spring. Making sure we are being inclusive.
- Eagles hockey game opportunity 1/21/22
 - Kerri: Opportunity to use the suite at the Ranch for Eagles Game. 16 spaces available. Board members are welcome to attend. Please contact me if you are interested.
 - Kerri: New 4H arena and livestock building at ranch will be one of the first constructed next year as well as conversations around our new office building are happening. Will update board when more is known.
 - Regan: In regard to new board elections I will be reaching out to each board member as well as previous members at the beginning of new year. Discuss expectations and feedback for what the Extension Board will look like. We will set aside time for the January meeting to discuss.
 - Kerri: Please review all informational items in the agenda. We will move forward to presentation.

G. PRESENTATION: Katie Daywaker & Bailey Schilling: 4-H Agents

- 4-H Program (Powerpoint Presentation)
- **OUTLINE OF PRESENTATION**
- Motto - To Make the Best Better
- Slogan- Learn By Doing
- Guiding our programming choices
- Enrollment
- Past year's numbers & influences

2019-2020 4-H Year 4-H Members - 981 4-H Members Completed - 867 88% Member Completion 4-H Leaders - 326 4-H Leaders Completed - 324 99% Leaders Completion # of Projects 2,099 # of Projects Completed - 1,767 84% Project Completion	2020-2021 4-H Year 4-H Members - 789 4-H Members Completed - 683 87% Member Completion 4-H Leaders - 262 4-H Leaders Completed - 256 98% Leader Completion # of Projects - 1,636 # of Projects Completed - 1,323 81% Project Completion
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- Marketing & outreach this year
 - Open House this year - pictures from Cari
 - Turnout - 71 families, 120 youth
- Highlight 33 clubs, dropped 3 clubs this year, two leaders interested in potentially starting new clubs
 - Experiential learning model
 - How we are incorporating into our workshops
 - Youth/leader interactions, senior members supporting young members
 - How we are coaching our leaders to incorporate that into their programming at the club level (annual leader training)
- Programming highlights this past year
 - Cloverbud program
 - Cooking Camp
 - FCS/General workshops held - leader recruitment
 - Juntos Program - training
 - Livestock Species-specific workshops
 - MQA
 - Virtual Livestock Field Day
 - Review animal numbers
 - Member support
 - Other Partnerships
 - Bailey - livestock partnerships & how they benefit our programs
 - County & state Fair Review
 - Attendance/participation #s
 - Static projects: 449 projects submitted, 310 Exhibitors
 - Fashion revue: 21 exhibitors
 - Model Rocketry Fly Day: 20 Exhibitors
 - Shows
 - Dog Show: 118 Entries
 - Livestock shows
 - County Shoots: 246 entries
 - Livestock transition recap
 - How it impacted livestock role/work with youth

- Evolution of relationship with The Ranch
 - Highlights, brief overview of challenges, how we're working together for smoother partnership next year
- County & State Contests from the past year
- Cake decorating
- Creative cooks
- Speech contest
- Livestock judging
- Shooting sports
- Livestock quiz bowl
- Horse bowl
- Goals for the coming year
- Increase enrollment
- Identify opportunities for improvement in quality of programming
 - Stronger STEM connections
 - Make progress toward consistent support & hands-on educational opportunities across all projects
- Begin rebuilding & strengthening leadership program
- Increase & strengthen connections to higher education & future career opportunities
- Launch Juntos Program
- Future Vision
- Higher retention rate for members & leaders
 - Current retention rate to reference as baseline?
- Increased enrollment
- Increased engagement across members & leaders
- 4-H is known for its strong connections to higher education & future career opportunities
- Strong leadership program across clubs, projects, & county
- Strong consistent educational support & opportunities across all projects
- 4-H membership & leadership represents our county's demographics
 - One component - Strong Juntos program

COMMENTS:

Regan: Great presentation. It was said that 21 members aged out. At what age did they age out?

Bailey: Members are allowed to stay in until 18 by 1/1 and will age out after that. After that they are no longer allowed to participate but they can come back as leaders.

Kara: Really appreciated the presentation. Also really appreciate having 2 agents and watching you grow as a team. We truly appreciate both of you and what you bring to the program. As far as Juntos, how will that work with 4-H?

Katie: Great questions Kara. CSU is currently piloting the program. I have been attending Statewide meetings to learn more about the programs. It is currently live in 5 states and looks different in each program in each state. 6-week session. After that it is monthly meetings with each family. Then you start to build in the 4-H component. How it will look depends on who we

partner with and how we want to frame it. Goal is to not to have it as a separate program. Lisa Auer and I will be holding some stakeholder meetings in the Spring. Expectation will be to start small and grow.

Kerri: Kara if you are interested in following along Katie can reach out and follow up. Any other questions? Excellent presentation that was very informative and well-done.

Irene: I do have a question. Are we trying some different and new ways to market and recruit new 4-H members?

Katie: Last year we used social media and other online tools. This year we are doing more search engine optimization, but we are still very open to suggestions on continuing to grow.

Irene: Just continuing to think on how we grow and what approaches work better. Language access is really important and trying to attract a diverse population is key.

Katie: That is a great point. Our brochures will be offered multilingual. Our approach needs to be family centered in order to engage the family and gain the trust of them.

Kara: I really appreciated you really highlighted the agents having more workshops and also a huge thank you for the leaders.

Kristin: With the diversity piece we can definitely do better. I also thing about the times and locations the clubs are meeting and if that is conducive to the leaders. Maybe rethinking how we can accommodate those with transportation needs or time restraints. Online meetings? Different locations? Also utilizing different incentives in order to attract new members.

Kerri: Just to follow up on a conversation I had with Kristin, maybe we can start to form after-school clubs kind of what like our 4-H agent Toby does for his STEM work. Meetings kids where they are already at if we can get schools to participate. This would be an alternative to after-school care.

Kara: Big draw back right now is transportation and cost. Finding a location can be incredibly difficult financially speaking as well.

Bailey: That is what we are starting to do with our Live-stock clubs. Trying to set up seminars and events at different locations to try and open up that accessibility.

Irene: Support for new families can also be improved because it is easy to get overwhelmed and feel out of place. Including liaisons in the school districts would be helpful as well.

Katie: I agree this is something we can start to focus on to make a more welcoming environment and assigning a leader to specifically work with new families to make it more inclusive and informative.

Kerri: Any last thoughts for Katie and Bailey? Thank you. Moving on.

I. DISCUSSION:

- Larimer County Farmers Market location options for the future
 - Kerri: Article in Coloradoan on 10/6, (See Coloradoan news article [here](#)) CSU Powerhouse is looking to expand (Powerhouse 2). Initial discussion came to us because they are looking to incorporate the community in addition to being a lab for climate and energy change. Asked to consider moving our Farmers Market location. Alison can provide a historical review of our Farmers Market for everyone.
 - Alison – Historically Farmers Market has always been operated by the Larimer County Master Gardeners. Currently resides at the Court House for the last 12 – 13 years. Major expense

is the rental of the port-o-potties. First Market to start accepting SNAP. Most recently partnered with Nourish Colorado for our double up bucks' program. We will be looking into accepting WIC next year. We have also launched the Market Ambassadors Program with Lisa Auer. Did see an increase in customers this year from 2019: Spending approximately \$6 a person, able to accept more vendors this year (115) which is more than any other year, we are a growers only Market which is unique, Market Days program (Cheryl/Sue), our current location works really well to support a lot of these programs seeing how it is centrally located which helps our relationships with other community members. Focus of our market is focused on farmer's fresh produce.

- Kerri: Thank you Alison. I want to also give a shout out to Alison and Tony for getting us through another successful season.

- Kara: We have had a market manager in the past and I think that is huge for its success. Speaking from personal experience from having my own booth at the market I feel it is extremely beneficial to have this position. I have questions and concerns about moving the location as well. I think adding to the current market rather than moving it would make it more successful.

- Regan: I reiterate that the location is just so interconnected with old town. We capture people that are coming into old town and then happen on to the Farmers Market.

- Kerri – PowerPoint Presentation (Powerhouse 2 Proposal)

- Feedback:

- Kara: Have we surveyed the vendors on moving location? There are going to be days where you will have 0 traffic depending on other events going on in Old Town. If we were to add a day during the week at the new location, I believe you would be able to add a whole new bunch of people. There are a lot of people that live in that area that will find the Market on those extra days that won't if it is moved. I believe that the Saturday at the County Building is incredibly successful and adding an additional day of the week at the new location would help expand.

- Irene: It is so exciting to hear what is going on and that we were approached. I would love to continue to be a part of the discussion and the planning. There has been a discussion about having a different type of market in our community. This gives us the ability to fill that need. A market that is more of a community hub is something that we can participate in and be a part of. I see this as a great opportunity to be present in the community on a new level.

- Regan: I agree with Kara and Irene. Not moving the current Market like Kara suggested but maybe expanding things that extension does as a whole like Irene mentioned is something I think would be a great opportunity. From my work at the market the current location is great and wouldn't want to move it away from the courthouse.

- Matt: I second and third everything that has been said. I really appreciate what Irene has been brought up in particular. What is the city's vision on expanding downtown in that direction? There is a little bit of dead space in that area right now, what is the city's vision on that area? I would ask those questions of the city first. In regard to the site what is the possibilities of expansion in the future?

- Kristin: There are some dollars available through the urban renewal authority that will help propel this project. Irene was right in regard to outreach to more people being a key factor in moving forward. There will be bus rapid transit that will extend out passed north College. The city wants to expand out but not change the central hub of Old Town. The powerhouse is a local hub of innovation and I think it would be great to be involved in that space because I do think

there will be a lot of energy there to attract people to. This type of community hub would help achieve some of the goals of Extension.

■ Kerri: This is just the beginning of the discussion, and we will also have this conversation with our commissioners. We have several months to talk about this.

● Cari Brown Introduction

○ Cari: It is nice to meet everyone. I am the new Marketing and Communications Specialist. I am excited to be here and working with Extension.

● Market Days! Fundraiser

○ Cari: Working on marketing the Market Days! program by promoting a fundraiser. Working on starting with some earlier funding so that we have a good base to start with the 2022 campaign. Asking everyone to help share this information on social media as this will help drive the fundraising campaign. I can send something out to everyone to help post on social media. Alison secured an anonymous donor that will match up to \$2000 in donations.

● Showcase for 2021 - review Showcase video from 2020 here:

○ Cari brief update on the showcase format and what will be in it.

○ Regan: Thought the showcase video last year was successful and how we presented it on Zoom.

○ Irene: Can we give it a personal touch, maybe mailing out reminders to those who RSVP that would make it tactile so they don't forget and also helps with creating a personal connection.

○ Matt: I liked the fact that we are including the Strategic Guidance and how that will guide the specific programs. I like that approach to presenting the programs when describing them.

○ <https://youtu.be/pd9rTY4Grm8>

MEETING ADJOURNED:

Regan: Motion to adjourn. Motion passed. 10:06 a.m.

NEXT MEETING: Wednesday, January 5, 2022 at 8:00 a.m.

Respectfully submitted,

Andy Weakland

November 3, 2021