

**CCE Schoharie & Otsego Counties
Fund Development Committee Meeting Minutes
15 July 2024**

Present: Mahla Zaer Merhjerdi, Andrew Marietta, Tina Douglas, Lesley Judd; staff Liz Callahan

Broad Development Activities & Capacity Building

- CCE hospitality event at each county fair to connect with/engage elected officials with programs
 - o Otsego Co Fair - Wed July 31, 4:30 to 6:30 pm – catered BBQ in Morris Hall
 - o Schoharie Co Fair – Date TBD – possibly 8/7 or 8/9
 - o Andrew suggested a packet of materials for attendees to take away (general information, relevant info about what’s going on at the Fair/CCE)
- Annual Meeting – Oct 16, SUNY Oneonta Craven Lounge, Morris Hall
 - o Business meeting, staff at stations with prizes to encourage circulating, music
- *Action Item:* Discuss the role of Board members at these events at Board Meeting
- SMART Goals
 - o Board survey will assess the realistic capacity of the Board to determine how/how often Board members want to participate in development activities. Tina asked Liz about the timing of the survey (goal is mid Aug). Tina and Liz will work on “how to get involved”
 - o Telling CCESO Story
 - Include program staff in the development of talking points to give Board members tools for communicating CCE’s needs (impact of donor “investment”)
 - o Refining website/social media and using it to tell CCESO stories/leverage fundraising.
 - Tina noted that there’s a lot of info because CCESO cover so many areas, she asked how CCESO is going to manage the clean-up, get SEO higher. Liz noted that this should be dovetailed with CCE’s cross-system tech transformation.
 - Andrew suggested adding a tab to for story/value/impact, or maybe on the slider we add links to another page that would be the home for stories/info about relevancy/value/maybe testimonials about why people value CCE

Grant Application Updates

- Grants in development include a NYS CFA for 123 Lake St Rehab, Q3 & Q4 2024 proposals
- *Action Item:* Approval of USDA NIFA grant transfer
- Pending grants include partner on SNAP Ed RFP submitted by CCE Onondaga, Farm-to-School
- Recent application that were not funded include Congressionally Directed Spending (CDS) proposal for the rehabilitation of 123 Lake St; Office of Child & Family Services LEAPS RFP 4-H ASP expand coverage; and CFOC Pilot Seed to Supper (nutrition/horticulture programming)

Fundraising Appeals/Mohawk Valley Gives

- Recent fundraising included cultivation of 4-H awards, etc and Family Farm Day sponsorships
- Plan to dovetail the appeal with participation in the CFOC Mohawk Valley Gives campaign and generate momentum through the cross-promotion of giving opportunities
- MVG is offering a training for Board on cultivating giving via Social media
- Andrew encourages Board to look at website, there’s a lot of info about programs