

The February 24, 2011 meeting of the Cornell Cooperative Extension Board of Directors was called to order by President, Julee Acomb at 5:04 p.m. in the CCE Offices, Steuben County office building.

**Members Present:** Ken Thomas, Mark Schmiedeshoff, Bill Peoples, John Walsh, Julee Acomb, Pepi Leids and John McCarthy

**Staff Present:** Tom Tomsa, Robert Shirley, and Carla Dawejko

**Approval of January 27, 2011 minutes:** Bill Peoples made a motion to approve the minutes from the January 27, 2011 board meeting. Pepi Leids seconded the motion. There was no further discussion and the motion was carried unanimously.

Motion by Pepi Leids to enter into executive session at 5:05 p.m. Second by John Walsh. There was no further discussion and the motion was carried unanimously.

Motion by Pepi Leids to come out of executive session and into regular session at 6:28 p.m. Second by John Walsh. There was no further discussion and the motion was carried unanimously.

Motion by Ken Thomas to increase the salary of the Executive Director, Tom Tomsa, by 3% effective March 1, 2011 for reasons that were discussed in the January 27 and February 24 executive sessions. Second by John McCarthy. There was no further discussion and the motion was carried unanimously.

## **Reports:**

**Executive Director-** Tom Tomsa reported the following to the board:

- Tom will be attending the statewide Executive Director Leadership conference on March 23-24, 2011. Helene Dillard, Director of CCE system, is going to present the future vision and structure for the CCE system. It is expected that there will be significant changes from the current system. Tom will report back to the board at the March 24 meeting.
- The Finger Lakes Shared Business Network is officially up and running. Associations can start billing for employee time and travel as of February 1, 2011.
- Tom is happy to report that the issue with the IRS concerning the potential loss of our 501 (c) (3) not-for-profit status for the entire CCE system has been resolved.

### **Public Affairs Coordinator, Carla Dawejko Report:**

- Carla is working with Kim Randall, 4-H educator, in promoting Ag Literacy Week, which is March 21-25. The mission is to foster awareness, understanding, and appreciation of agriculture and the food and fiber system. Volunteers through the state will go into elementary classrooms to read a book with an agricultural theme and talk to students about agriculture. This year, it will be highlighting the New York Poultry Industry with the book *Chicks & Chickens*, by Gail Gibbons. The book will then be donated to the school library with a special bookplate recognizing the donor and NY Ag Literacy Day. Volunteers are still needed to read for this event. Sponsors are also welcomed and costs \$6.00 to donate one book. People who wish to read or donate can contact Kim Randall at 607-664-2306 or by e-mail at ksb3@cornell.edu.
- Carla passed out flyers and tickets for the 2011 Gala. She would like help from the board in placing the flyers in local businesses and selling tickets. The annual Cornell Cooperative Extension of Steuben County Gala will take place Friday, April 1 beginning at 6:00 p.m. at the Glenn H Curtiss Museum in Hammondsport. The topic this year center around The Implications of Climate Change on New York Weather. The featured speaker, Dr. Lee Tryhorn, will talk about global weirding as well as the following topics: How does snowpocalypse connect to climate change? Record high temperatures are being set as twice as fast as record low ones. Could climate change mean even better New York wines? What's wrong with a couple degrees warmer in New York State?
- Carla is happy to report that the S.T.O.R.E. committee has secured an intern from Elmira College, who will be working on the social networking promotion of the show. He is going to actively manage a Facebook, Twitter, and Flickr accounts for the show. He is also going to create compelling video content to upload across all platforms including YouTube. Carla thinks that this social marketing is a tremendous opportunity to help with the growth of the show.
- Tom is the lead Executive Director for the Finger Lakes Shared Business Network Marketing function team. Carla is the function coordinator. They recently had the first meeting of the marketing team and are beginning to take an "inventory" of each association's marketing staffing and efforts.

### **CER Report:**

There is not a new CER report. The CER report passed out at the January 27, 2011 board meeting was for January and February.

### **Program Area Reports:**

- Ag & NR Program Advisory Committee: There is no report. They committee has not met since the last board meeting
- 4-H Youth Development Committee: There is no report. They committee has not met since the last board meeting
- Human Ecology Committee: There is no report. They committee has not met since the last board meeting

### **Old Business:**

None

### **New Business:**

In the interest of time, Tom directed the board to the website that contained all of the board of director's orientation materials. He recommended that the board write down the website's URL and they could go through the material at their own leisure. The website is located at: <http://cce.cornell.edu/learnAbout/Pages/BoardTools.aspx>

The CCE-Steuben Board of Directors next meeting will be on March 24, 2011 at **5:00 p.m.** There will **not** be a Strategic Planning Committee before this meeting.

### **Adjourn:**

Motion by John Walsh to adjourn at 6:55 p.m. Second by Pepi Leids. There was no further discussion and the motion was carried unanimously.