

Lancaster County Ag Council
Thursday, July 23, 2020
12:30 PM
VIA CONFERENCE CALL

Roll Call: Scott Sheely, Josh Scheinburg, George Cook, Lonnie Kauffman, Mary Henry, Ron Frederick, Greg Kirkham, Scott Augsburger, Ray D'Agostino, Don Hoover, Jedd Moncavage, Stephanie Shirk, Loren Hershey, Mark Lowery, Jack Coleman, Chris Thompson

Contractor: Shelly Dehoff

Guests: Andrea Rush, North Museum CEO

George called meeting to order at 12: 34 PM.

Roll Call by The Secretary: Shelly took roll call via “participants list” on the Zoom software.

Shoutouts:

Reading and Approval of Minutes The June 25, 2020 meeting minutes were noted. Motion made by Don Hoover, seconded by Mary Henry to approve the June 25, 2020 minutes. Motion passed.

Review of Monthly Financial Reports: George Cook covered the financial report. The Savings account has \$13,300. The Checking balance is \$12,215.49. The Council is anticipating an additional \$10,000 support from the County. The Council has been awarded the grant from Farm Credit, so we are anticipating \$5000 for educational efforts in future. Motion By Don Hoover and seconded by Loren Hershey to approve the treasurer's report. Motion passed.

Report of the Executive Director:

- Planning for Lancaster County Ag Week—do we have it, what it looks like—is still unclear. The final decision about whether to hold Denim & Pearls will be made at the end of August. Can Ag Week be translated to a virtual week? Need a committee meeting soon to flesh out what a virtual week would look like. Andrea Rush, Exec Dir of North Museum is helping with the Ag Literacy piece (using Farm Credit grant) and those efforts will most likely be formally unveiled during Ag Week. The Ag Council had a role in recent Zoom events (talked to people from Ag Council about impacts of COVID-19 on their business or personally). That information may be able to be made into a product, and be presented during Ag Week. The idea of having a larger Zoom event during Ag Week specifically for producers and ag businesses, not for the general public, has been discussed, especially if a breakfast isn't held. Scott S talked with Ed Harris, the new Director of Discover Lancaster, and Ed has a very big interest in helping with virtual events. A producer breakfast is still up in the air (Binkley & Hurst willing to host this year). Outreach to general public and an event that is of value to the producer and a conservation theme, have always been a basis of the Week. How can we do that even if it is virtual this year? Mark Lowery mentioned that CNH is participating in a historically large show in Canada this week, but this time virtually. So, he is willing to try to help figure out virtual efforts. As is Josh Scheinburg.
- Distribution of PPE is still going on. Scott S still has kits. Cooperative Extension and Farmland Trust have been distributing the kits as well. People are beginning to ask for additional supplies as their initial amounts are used. Project is going well. Trying to anticipate having enough for Fall and Winter if outbreak gets worse.
- Exec Committee will map out a cursory budget as to how to spend the Barshinger funds and the Farm Credit funds. Stay tuned for that in the near future.

- Future roll of Council in planning for Lancaster Co ag economic recovery from COVID-19. George C has been keeping the dialogue going with Lisa Riggs behind the scenes, to stay connected. He keeps asking what can Ag Council do for EDC? He'll be our connector. Second round of funding requests for businesses experiencing hardships from Covid is currently underway.

Priority Business:

- Andrea Rush gave a presentation about the efforts of the North Museum. They have been adapting to the pandemic just like many other businesses. The museum turned to so many more virtual events with schools and the public. They are striving for how to best support the community despite their closure. The public school system wasn't generally set up to do virtual events prior to Covid. "North Museum At Home" program launched during the shutdown. Virtual STEM learning guides are available. Their next phase will look at 3 different audiences for e-learning portal (caretakers of children, schools, brand licensing agreement with other national museums) and have been building on recent successes. Looking to have a more robust science fair this year to assist schools that aren't planning to do their own event this year. Working with the Smithsonian Museum for a Lancaster-specific display too. Lots of downloadable packs available, too. Working with schools to get educational materials to students who may not have internet capabilities. Ag Council is excited about getting more of the farming/ag message out to the public, and have it linked to state educational standards. Multiple organizations will be pulling a focus group together soon to discuss linkage of 8th grade and 9th grade (attracting students into high school Ag Ed at younger age, and raising ag awareness at elementary/middle school ages.). North Museum works hard to make sure there are many scientists that weigh in on their packets and displays. They appreciate working with other entities, including the Ag Council. Andrea says that teachers, parents, AND students are asking for career connections and opportunities at a much younger age than previously focused on.
 - What is the plan/who would be on the focus groups? Some have informally already started happening. Scott will continue to initiate. Some of Ag Council membership will be asked to be on them.
- Dairy Future Commission meeting—webinar coming up on August 12, 2020 at Noon.

Reports of Committees:

- Education/PR— Lisa G and Stephanie S.—
- Economic Development—
- Legislative/ Environmental—
- Ag Week—

Reminders/For the good of the order:

- Ron Frederick stated that he is aware of some schools that are only going to receive VERY minimal PPE for students/teachers, so maybe the Ag Council and other partners can help fill that gap with PPE.
- Clean Water Week has been in June historically; this year it is Aug 7-15, 2020. The goal is to yet again make a positive connection for ag's impact on improving water quality. It will have many virtual opportunities, so some Ag Council members who are planning Ag Week may want to pay attention to how the virtual efforts work. Tune in to www.lancasterwaterweek.org for more details.

There being no further business, the meeting adjourned at 2:03 PM.

NEXT MEETING is Thursday, August 27, 2020 at 12:30 PM. Anticipated to be held via virtual media.

Respectfully Submitted,

Shelly Dehoff

Lancaster County Conservation District