

Lancaster County Ag Council
Thursday, October 22, 2020
12:30 PM
VIA CONFERENCE CALL

Roll Call: Scott Sheely, George Cook, Chuck Hooper, Mike Peachey, Don Hoover, Loren Hershey, Ron Frederick, Lonnie Kauffman, Mary Henry, Mark Lowery, Dale Hershey, Andy Bollinger, Lisa Graybeal, Greg Kirkham, Dan Heller, Jedd Moncavage, Phil Good, Stephanie Shirk, Rob Barley

Contractor: Shelly Dehoff

George called meeting to order at 12:36 PM.

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

Shoutouts: None this month.

Reading and Approval of Minutes The September 24, 2020 meeting minutes were noted. *Motion made by Lisa Graybeal, seconded by Chuck Hooper to approve the September 24, 2020 minutes. Motion passed.*

Review of Monthly Financial Reports: Dale Hershey noted the financial report. There is currently \$15,552 in the checking account, after a recent check to the North Museum cleared. There is \$8301 in the Savings, which is earmarked for future educational efforts. End of year expenses are anticipated to be payment for Scott Sheely, and the auditor’s expenses and tax preparation expenses. Extraordinary Give donations would not be expected to arrive until the new year. *Motion by Mary Henry and seconded Loren Hershey by to approve the treasurer’s report. Motion passed.*

Report of Executive Director:

- Ag Week had 6 major events that we organized (plus some from PSU Extension), several were outstanding in terms of information and presentation. Most of the virtual events were recorded and the links of the recorded events are available on our new YouTube channel. The links have been posted on the Facebook page and the website. We need Ag Council members to share broadly. The events were good, but the “attendance” was lackluster. Sometime for future discussion by the planning committee and/or Exec Comm-- who is the audience and what is the best time of the year to hold Ag Week? LNP was very helpful with coverage and publicity. Our “report” and recommendations were well received. In anticipation of a second surge of COVID cases in the next few weeks/months, some of the “lessons learned” recommendations and recognition of shortfalls might need to be acted on sooner rather than later. Scott noted his pleasure with the Facebook outreach and impacts during the Week.
- The financial review that was necessary to participate in the Extraordinary Give has been completed. Our ExtraGive paperwork was submitted/accepted, and we are gearing up for doing that at the end of November.
- There are upcoming expiring terms on the Council, Scott and the Exec Council know there will be some vacancies, especially in the producer’s category. If you have recommendations for the vacancies, please let the leadership team know.
- Scott feels that there is a “maturity” happening with the council—it’s not just an events group anymore, but relationships and impacts are giving us recognition and people are seeking our input/feedback.

Priority Business:

- Review of Ag Week—Talked about earlier, but still covered a few more notable items:
 - The curriculum prepared in partnership with the North Museum needs to continue to be shared and made available to all appropriate entities (electronic and hard copy available).
 - Monday luncheon designed for farmers—good one stop shop for information, so can we connect with PSU Extension or PA Farm Bureau to allow the recorded session to be distributed broadly?
 - The report of recommendations from lessons learned during the pandemic is making headlines, especially with LNP and has been noted by others in leadership in various entities.
 - Virtual Denim & Pearls was a good occasion, but the attendance was very light.
 - Friday’s legislator event had good participation by the Legislators, Commissioners and Ag Council members
 - Great press from LNP, great events, good to keep our name out there, in anticipation of resuming an in-person week in 2021.
- Review of annual sponsorship campaign. Mary Henry noted it. The paperwork was not shared today, but has been distributed earlier, and the campaign has kicked off.
- Status of website and social media presence: Still might need improvements (but some of that hinges on people that “like” our page to share or redistribute to make the outreach go farther. May need more Instagram presence, too.
- Performance Bonus for Executive Director—nothing is built in to Scott’s contract currently, but the Exec Comm would like to see something be awarded to him in appreciation for his work this year. Several members expressed their agreement, but no one suggested an amount. Mark Lowery made a motion, seconded by Dan Heller, to give Exec Comm the authority and discretion to proceed, and to determine an appropriate amount. Motion passed.
- Annual review/goals development of the Executive Director will be conducted soon. Let George Cook or Mary Henry know if you have any comments or suggestions.
- ExtraGive—as already noted, we are registered/qualified to participate so please start spreading that information to your colleagues, etc.
- Nominees for Council membership— Each year we have some terms that are over; some recommit, some decide to move on. In 2021, we will have some vacancies that we are already aware of, and will need to fill them. We especially anticipate openings in the producer category. Please suggest any people who you think would be a good connection. December is typically the month to have a draft roster prepared.
- Prioritization of recommendations:
 - Follow up to the report; what’s next? COVID cases seem to be increasing, so we may be facing a second surge of restrictions. What are the priorities we should focus on? Shelly and George took notes during the discussion and will get that input back to Scott S.

Reports of Committees:

- Education/PR— no report today
- Economic Development— no report today
- Legislative/ Environmental— Rob B noted that yesterday was last day of legislative session, but it may get extended; many bills didn’t move forward due to other priorities by the legislators; was PA considering movement to get immigrant labor qualified to get driver’s licenses? No details that anyone knew about, but should keep an eye on it.
- Ag Week—

Reminders/For the good of the order:

- Complements given to Scott S and team for the Ag Week efforts. Virtual was not ideal, but the content and the results were really impressive.
- Stephanie Shirk sent email with an article stating that Lanc Co has more young producers than any other county in the nation. Good to know.

There being no further business, the meeting adjourned at 2:10 PM.

NEXT MEETING is Thursday, November 19, 2020 at 12:30 PM. MEETING IS A WEEK EARLY DUE TO THANKSGIVING!

Respectfully Submitted,

Shelly Dehoff
Lancaster County Conservation District