

Lancaster County Ag Council
Thursday, February 25, 2021
12:30 PM
VIA VIRTUAL MEETING

Roll Call: Scott Sheely, Mary Henry, Ron Frederick, Joe Arthur, Ray D’Agostino, Josh Scheinberg, Steve Hershey, Kevin Stoltzfus, Rob Barley, Josh Brubaker, Stephanie Shirk, George Cook, Chuck Hooper, Lyle Hosler, Dale Hershey, Mike Peachey, Greg Kirkham

Contractor: Shelly Dehoff

Mary Henry called meeting to order at 12:31 PM.

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

Reading and Approval of Minutes The January 28, 2021 meeting minutes were noted. *Motion made by Rob Barley, seconded by Kevin Stoltzfus to approve the January 28, 2021 minutes as edited. Motion passed.*

Review of Monthly Financial Reports: Dale Hershey reported on the profit/loss statements. The current balance in Checking is approximately \$56,000 following significant donations recently. The balance in Savings (earmarked) remains at \$7,302.82. The website is being reworked, and the logos from contributing organizations will be highlighted on the website. The Council is planning to have continued meaningful programming in 2021 and beyond to do justice to the donations. *Motion by George Cook and seconded by Chuck Hooper to approve the Financial report for the end of January. Motion passed.*

Strategic Planning Updates:

Scott Sheely reviewed the Council’s existing Mission, Core Values and Strategic Objectives. He was asking if the Mission is still relevant. Give it some thought, and provide feedback later, if you feel it needs changed but there wasn’t any feedback today. The Core Values were also reviewed and open for discussion. Add the importance of processing distribution to the Core Values. The Strategic Objectives were reviewed and open for discussion. Suggestion to add collaborate with charitable food network to address food security issues. Be more intentional about the “innovate” section and beef that up where appropriate. Be careful how much the workload is, due to limits of resources. Everyone is encouraged to look this over (was included in email for the meeting) and provide feedback in the near future.

Report of Executive Director:

- Scott S. made a few brief comments.
 - There is still some PPE left, and Scott continues to distribute it to entities that have received it before, as he is contacted. This affords a great connection with new entities that the Ag Council hasn’t been in touch with before, but are in the food industry, especially.
 - Joe Arthur and Central Penn Food Bank has helped pull together a webinar (March 9) about the charitable food network. We need more participation so please help advertise/promote. It is oriented for producers who have extra product.
 - Scott was invited to be part of the Covid vaccine committee in the County, and Scott is representing the Council on behalf of farm employees and food processors.
 - The Ag Literacy curriculum and collaboration with the North Museum was used as a basis to write a grant application to PDA. The write up was included with your email packed prior to this meeting. Please be sure to read it.
 - Do we know what the utilization of the curriculum has been to this point? North Museum has been letting Scott know about the download numbers. Future plans include going through schools, too. Still modest usage, but promotion should help that.

- The Council is planning to make another application to the Ann Barshinger Foundation to build on what has been done so far. Scott has also been negotiating with PDA to see if the Council can use a promotional campaign from PA Farm Show 2020, and Scott hopes to be able to use that as part of the new application/proposal.
- CNH is working up some concepts to include the 10 year anniversary in our logo for 2021
- Ag Council will be represented as judges at the March Science Fair again, and does have prizes to award

Priority Business:

- 2021 Goals and Initiatives was introduced last month, and some feedback was received. It was discussed again today, including noting a few editing corrections needed, and Scott typed those in the official copy in “live time”. Motion made by Mike Peachey and seconded by Dale Hershey to approve the 2021 Goals and Initiatives as corrected today. Motion passed.
- Jack Coleman and Scott S and Mary H met with reps from the Farm and Home Foundation to possibly collaborate on “Next Generation Day” and the annual Farm and Home Foundation Dinner. These events occur on “the even years”. The Next Generation Day is especially in alignment with the Ag Council’s goals, and is probably going to be a collaborative effort in the future. The Council is willing to help promote the dinner/banquet, but not collaborate as much.
- In lieu of Family Farm Days for 2021, discussions are that the event may morph in to “Ag Days at the Maize”, on Sept 9-11, 2021; would be ticketed to manage how many people attend. There is another planning meeting next week, and Mary would expect more details after that. Would potentially be a good way and timing to promote the Fairs in the county. Oregon Dairy does plan to move back to a June Family Farm Days format in 2022, this will be a way to still hold something during the era of Covid.
- The website is being updated and a connection between our social media and website needs strengthened. Should be based on an actual plan, which Scott is pursuing getting professional help to create that plan, while still being economical.

Reports of Committees: The use of the Committess hasn’t been as active in recent months, partly due to Scott Sheely handling many of the details in his role. The suggestion was made during Executive Council to set more of a “Championing” committee framework instead of smaller committees, which includes a Champion committee comprised of the leaders of the special efforts (Environmental, Legislative, RP, Education, Economic Development). Those leaders from the Champion committee will call on others as needed. There will still be a need for seasonal/annual events or ad hoc committees. Motion made by George Cook and seconded by Greg Kirkham to approve the structure for the 2021 Commitees and Champions as presented in writing/on screen during the meeting. Motion passed.

Reminders/For the good of the order:

- Agritourism bill passed the Senate, and is on its way to the House
- Hearing about changes to taxes (bring back inheritance tax, capital gains would be paid at death even if you don’t sell the farm—would be detrimental to all farms!)
- Good to see new members, Josh Brubaker and Kevin Stoltzfus on the call today

There being no further business, the meeting adjourned upon motion at 1:58 PM.

NEXT MEETING is Thursday, March 25, 2021 at 12:30 PM.

Respectfully Submitted,
Shelly Dehoff, Lancaster County Conservation District