

COOPERATIVE EXTENSION ADVISORY COUNCIL



AGENDA

Regular Session
Monday
February 13, 2013

Cooperative Extension Office
1418 Armory Drive
Charlotte, NC 28204.

- I. START SESSION (12:00 Noon)**
Call to Order (Chair Rook)
- II. INTRODUCTION(s) (12:05 pm)**
 - A. Council Members, Staff and Guests
- III. APPROVAL OF AGENDA ITEMS BY CONSENT**
 - A. October 8, 2012 meeting minutes (12:10 pm)
- IV. REPORTS (for information only)**
 - A. Cooperative Extension Administrative Update (Furr) (12:20 pm)
 - a. Kitchen Update
 - b. Budget Update
 - c. SC District Advisory Meeting Recap (Furr, Rook, Winter)
 - B. Program Reports
 1. 4-H Youth Development
 - a. 4-H update (12:40 pm)
 2. Horticulture
 - a. Horticulture update (12:50 pm)
 3. Family & Consumer Science
 - a. EFNEP update (1:00 pm)
 - b. Local Foods update (1:10 pm)
- V. ITEMS TO CONSIDER FOR ACTION**
 - a. 2013 Cooperative Extension Program Objectives
 - b. State Environmental Scan
 - c. Program Direction
 - B. 2013 CE Awareness Day
- VI. UPCOMING EVENTS OF IMPORTANCE**
 - A. Office Closed – March 29
 - B. 2013 Cooperative Extension Advisory Council Meeting Schedule
 - a. 4/3 6/5 8/7 10/2 12/4
- VII. ADJOURN (1:30 pm)**

Cooperative Extension Advisory Council: Mecklenburg County

October 8, 2012

Members Present: Barbara Locklear, Charlie McRee, Sandy Rook, Carrie Winter

Staff Present: Robbie Furr, Sharon Pearson, Cynthia McQueen, Catherine Crocker, Kristin Davis, Racquel McNeil

Sandy called the meeting to order at 12:00pm. Members present introduced themselves.

Minutes of the August 14, 2012 meeting were approved.

REPORTS:

County Extension Director Robert Furr provided an Extension Administration update.

1. Racquel McNeil was introduced as the new 4-H Agent. She began work on September 4. Racquel's position is funded by NCA&T State University and Mecklenburg County.
2. Kitchen Update: Construction has begun. Rough plumbing, electrical and walls are being constructed. Area will be cleaned up for the Cooperative Extension Awareness Day event on 10/13.
3. The Fall plant sale is underway. Plants being sold are blueberry, blackberry, muscadine and fig trees. Deadline to order is November 7.

Catherine and Racquel provided 4-H program report.

1. Begun visiting recreation center sites.
2. Home school interest meeting scheduled.
3. Juntos at South Mecklenburg and Garringer

Horticulture program highlights

1. Twelve interns completed the 2012 Master Gardner training. They will begin their 40 hours of volunteer service soon.
2. 2013 Master Gardner training scheduled to begin in January. 23 applicants so far.
3. 2013 Landscape Seminar being planned. Exploring option to host at Union CE office instead of Oasis Shriners Temple. Will save \$4,000.

Sharon Pearson and Cynthia McQueen provided an update on EFNEP.

1. 4-H EFNEP currently in the following schools: Beverly Woods, Hickory Grove, First Ward, Druid Hills, Wingate Elementary and Crossroads Charter High School.
2. Adult EFNEP programs are continuing. Food Lion program continues to be a success.

Kristin Davis provided an FCS update.

1. National Food Day – Kristin is serving as the Charlotte coordinator. The focus of this year's synergistic celebration is: "Education on real, local, wholesome and unprocessed foods".
2. From Farm to Fork - The Journey to your Plate=The FCS program will present interfaith workshop exploring the local food system on November 3, 2012.
3. Fresh Expo - The Mecklenburg County Coop. Ext. has received an opportunity to be a prominent presence at the Charlotte Fresh Expo. Kristin Davis will speak on the main stage and raise awareness of Cooperative Extension as a local food resource and educational resource.

Items to Consider:

The Cooperative Extension Awareness Day is planned for this coming Saturday, October 13; 10am until 2pm. Highlighted programs to be shared include:

Making Smart Drink Choices and My Plate,
Fall Lawn Care, Selecting Trees and Shrubs for Fall Planting,
4-H Ecobot Challenge,
Understanding Food Systems.

Other programs will be offered outside in educational tents. Chicken tractor is confirmed. Beekeeper will also be there. Staff will also set up static booths for more information about their program areas. Garden tour booth will be set up and managed by Extension Master Gardeners.

Training room and parking lot will be set up Friday afternoon.

Staff and volunteers should plan to arrive by 9am to finalize set up.

Advisory members will be there to help with parking, answer questions, and encourage positive flow of foot traffic.

Extra parking will be available in the lots across the street.

Lunch for staff and volunteers will be provided.

The Cooperative Extension office will be closed November 22-23 for the holiday.

The next meeting will be December 10 at noon.

The meeting was adjourned at 1:15 p.m..

February 13, 2013

ADVISORY COUNCIL MEETING



Agenda

I. START SESSION (12:00 Noon)

- Call to Order (Chair Rook)

II. INTRODUCTION(s) (12:05 pm)

- Council Members, Staff and Guests

III. PROGRAM (12:05 pm)

- Catherine Crocker – 4-H

IV. APPROVAL OF AGENDA ITEMS BY CONSENT

- October 8, 2012 minutes (12:15pm)

V. REPORTS (for information only)

- Cooperative Extension Administrative Update (Furr) (12:20 pm)
- Park and Recreation Update (Garges, McRee) (12:30)

Program Reports

4-H Youth Development (12:40)

Horticulture (12:50)

Family & Consumer Science

- EFNEP update (1:00)
- Local Foods update (1:10)

VI. ITEMS TO CONSIDER FOR ACTION

- 2012 Program Objectives
- Environmental Scan
- 2013 CE Awareness Day

VII. UPCOMING EVENTS OF IMPORTANCE

- 2013 Cooperative Extension Advisory Council Meeting Schedule:
 - 4/3, 6/5, 8/7, 10/2, 12/4

VIII. ADJOURN (1:30 pm)



PRESENTER
CATHERINE CROCKER



APPROVAL OF AGENDA ITEMS BY CONSENT

October 8, 2012 Meeting Minutes



REPORTS

Administrative

4-H

Horticulture

EFNEP

Local Foods

Administrative

- Kitchen Update
- Budget Update
- SC District Advisory Conference



Mecklenburg County 4-H

4-H Program Updates

General Update for 4-H Department:

- Naomi Drenan & Methodist Home Rec Centers
- Meetings/Collaborations: (Working/meeting with partners/ rec centers & staff/scheduling new trainings to figure out how to best support their current programs & provide 4-H curriculum training)

Upcoming Training Dates:

- Keeping Fit & Exploring the Treasures of 4-H (held in January & February)
- Acres of Adventure (March 26th, 2013)
Food, Culture, & Reading (April 16th, 2013)
- Traditional 4-H Club Interest Increasing:
 - Working with Lake Norman Christian School on Plans for Potential 4-H Elective Course
 - Linda/Partnerships & Collaboration w/Community Development Organization(s) i.e. Palisades & NODA communities (new 4-H groups/interns/news media/publicity, & publishing)
 - Charlotte Fire Department Partnership (programs/advertising, etc.)/Fire Bowl Collaboration
 - Summer Camp Registration Now Open
- 4-H Charlotte Checkers Night/Fundraiser (set date TBA but will be in either Mar. or April)

Racquel: (Juntos)

- Ivory/Baker & Methodist Home Rec Centers (*piloting with new populations)
- Considering Church Partnerships

Catherine: (Youth Gardening)

- Rec Centers (4-H Gardening Curriculum + Gardens)/Grants & Information Recreation & Parks Association Grant; Berewick Rec Center/School - New Garden
- Youth Gardening Curriculum/Future Curriculum Committee Formation Partners: Health Dep't, MCFVC, Food Policy Council, Kristin D. (FCS), etc.

Horticulture

- 2013 Extension Master Gardener training classes at mid-point.
- Lunch & Learn scheduled for 2nd and 4th Wednesdays (February – May)
- 2013 Greater Charlotte Area Landscape Seminar and Trade Show held February 12 at Union CE Facility. 475 commercial landscapers attended and earned 4.5 pesticide CEU's.



Family & Consumer Science

- Innovative Food Defense Training held February 5
 - NC Department of Agriculture & Consumer Services
 - Small food businesses and local food distributors attended
 - Good Manufacturing Practices, sanitation best practices for processing facilities, food borne illness remediation plans.
- Work First Partnership
 - Food & Nutrition workshops offered through June for Work First participants.
- Eat Smart, Move More, Weigh Less
 - North Meck Senior Center, Huntersville
 - 35 participants – through 4/11/13
- Better Food, Better Health Latino Outreach
 - Funding received for 2013 programming.
 - Nutrition education for Latino parents and children

Family & Consumer Science

- Shamrock Senior Center Partnership
 - National Nutrition Month
 - FCS will provide workshops on “MyPlate” and “Smart Shopping for Healthy Meal Plans”
- Good Farmers Market Practices Online
 - NCSU Extension’s Good Farmers Market Practices Training through Moodle
 - March 2013
 - Food safety training for farmers market vendors and market managers
- Sustainable Living Series
 - Goal is to provide citizens with knowledge and empowerment to increase sustainable measures within their families
 - Workshops on topics including backyard chickens, beginner gardening, beginner composting and canning

Family & Consumer Science

- NC 10% Campaign Update:

Total Days	Total Consumers	Total Consumer Spending	Total Business Partners	Total Business Spending
STATEWIDE				
957	6126	\$1,811,501	336	\$30,549,455
MECKLENBURG				
957	429	\$136,948	29	\$47,519

Youth EFNEP

- New curriculum training for 4-H EFNEP Program Assistant- Raleigh February 25, 26,27.
- Current schools for 4-H EFNEP: Hidden Valley Elementary, Statesville Road Elementary, Crossroads Charter High School.
- Upcoming groups are Ransom middle school, Huntingtowne Farms Elementary.
- The 4- H EFNEP goal for 2012-2013- Number of students to deliver programming to 1, 113.

If any team members are interested in sharing other available schools or groups that would be interested in 4-H EFNEP-this includes any summer groups the groups would be greatly appreciated.



Adult EFNEP

- Five groups have graduated since last AC meeting.
- Two current groups at St. Johns Head Start and Albemarle Cheerleader Parents.
- New group started TODAY at The International House. 15-20 participants for seven weeks. Interpreters for the different languages on site.
- Donation received from The Home Depot for 25 spray bottles (used for sanitizing solution)

Items to Consider for Action

- 2013 State Programming Objectives
- Environmental Scan
- 2013 CE Awareness Day

State Objectives

Objective:

- Consumers and communities will enhance the value of plants, animals, and landscapes while conserving valuable natural resources and protecting the environment.

Outcomes:

- Number of participants who use extension-recommended best management practices in landscapes, turf, and gardens, including pest (insect, weed, disease) management, fertility management, water conservation, water quality preservation and pruning techniques
- Number of participants selecting appropriate landscape plants (adapted, drought tolerant, appropriate size, etc.)
- Number of participants growing food for home consumption
- Number of participants adopting composting
- Number of participants implementing extension-recommended practices to conserve water use and protect water quality
- Number of participants who use extension-recommended pest management practices in homes, public facilities, businesses or in community pest management programs

State Objectives

Objective:

- Producers will increase sales of food locally to more agriculturally aware consumers through market development, producer and consumer education, and new farmer and infrastructure support.

Outcome:

- Number of producers who gain knowledge to increase production for local markets
- Number of consumers who increase awareness of the value of local agricultural systems
- Number of producers who gain skills to increase production for local markets
- Number of individuals who gain knowledge or acquire skills related to vegetable gardening
- Number of producers who improve marketing skills

State Objectives

Objective:

- Safety and Security of our Food and Farm Systems

Outcomes:

- Number of commercial/public operators trained
- Number of pesticide application credit hours provided
- Number of persons certified in Pork Quality Assurance (PQA) or Beef Quality Assurance (BQA)
- Number of persons certified in Transport Quality Assurance (TQA)
- Number of persons certified in HACCP
- Number of participants participating in AgriSafe personal protective equipment (PPE) selection or fit testing
- Number of persons certified in GHP
- Number of food service employees receiving ServSafe certification
- Number of participants completing National Seafood HACCP Alliance Education and other food safety HACCP workshops

State Objectives

Objective:

- Youth and adult program participants will make healthy food choices, achieve the recommended amount of physical activity and reduce risk factors for chronic diseases.

Outcomes:

- Number of adults increasing their fruit and vegetables consumption
- Number of youth increasing their fruit and vegetable consumption
- Number of participants increasing their physical activity
- Number of participants reducing their BMI
- Number of participants who consume less sodium in their diet

State Objectives

Objective 4:

- Futures that Work: School to Career Pathways.

Outcomes:

- Number of teachers trained in 4-H STEM (Science, Technology, Engineering, Math) curriculum
- Number of youth (students) increasing knowledge in STEM (Science, Technology, Engineering, Math)
- Total number of female participants in STEM program
- Number of youth (students) participating in 4-H dropout prevention (student at-risk) programs
- Number of high school age youth (students) participating as members of 4-H clubs
- Number of high school age youth (students) participating as members in 4-H clubs that have dropped out of high school
- Number of youth (students) increasing knowledge of career/employability skills
- Number of adults increasing knowledge of career/employability skills
- Number of youth (students) increasing knowledge of entrepreneurship
- Number of adults increasing knowledge of entrepreneurship

State Objectives

Objective:

- Youth and adults will address community issues and/or challenges through volunteerism.

Outcomes:

- Number of adult participants acquiring the skills needed to serve as a volunteer
- Number of youth participants reporting aspirations to serve in new or expanded volunteer roles in community
- Number of adult participants reporting aspirations to serve in new or expanded volunteer roles in community
- Number of hours adult volunteer training conducted
- Number of hours youth volunteer training conducted
- Number new volunteers recruited

2013 Environmental Scan

- Survey groups identified.
 - 4-H Youth Development
 - Family & Consumer Science
 - Horticulture
- First round (February) – participants are asked **THREE** questions.
- Responses consolidated and sorted into categories.
- Second round (March) – participants are asked to rank categories.

2013 Environmental Scan

- What are the most important current issues related to (**Type Program Area**) for Mecklenburg County?
- What issues do you feel will become important in (**Type Program Area**) for Mecklenburg County in 5-10 years from now?
- In our community, what resources exist that are underutilized by Mecklenburg County Extension (**Program Area**)? (Examples: facilities, people, organizations, natural resources, internet resources, financial support)

Cooperative Extension Awareness Day

- Publicize earlier (NLT July)
- Soccer club –flyers for families
- Signage with name of event and large banner
- Arrows pointing toward parking areas
- One check in booth with printed handout for exhibits and presentations
- Microphone outside for announcements
- Schedule drawings for give-aways throughout the day
- Integrated focus; common theme
 - Health & Fitness for 2013?
- Time (noon – 4 instead of 10-2)
- Fire ant control
- Keep food for volunteers

Events of importance

- Office Closed – March 29th
- 2013 Cooperative Extension Advisory Council Meeting Schedule
 - **4/3 6/5 8/7 10/2 12/4**

Thank you for attending!



ADJOURN