

La Crosse County 4-H Parents and Leaders Association Board
August Meeting Minutes

August 12, 2021
Hamilton Town Hall

Present: Heidi Groth, Jeff Janvrin, Peggy Maricle, Linda Saley, Corey Sjoquist, Sue Kramer, Carolyn Christopherson, Tom Fechner, Emily Crook, Summer Maricle, Mikayla Fechner

6:45 Open Forum: None

Call to order: 7:00pm

Approval of Agenda: Approved.

Secretary's Report: June's Secretary's Report was shared via email. Correction on spelling of Kevin Theilker's name was noted by Linda. Motion to approve the corrected minutes was made by Jeff, seconded by Tom. Approved.

Treasurer's Report: June's Treasurer's Report was shared and read by Linda. Motion to approve was made by Corey, seconded by Carolyn. Approved.

July's Treasurer's Report was shared and read by Linda. Motion to approve was made by Corey, seconded by Carolyn. Approved

Extension Office Update and Report: by Emily

County 4-H Marketing/Recruiting Update:

We have 30 yard signs coming (free) and it was discussed where we should put them and if we need more at \$5.50 each or any other marketing materials. Lots of locations were suggested including local libraries, Town Halls, Boys and Girls Clubs, and schools. It was discussed that it would be best to place them in high traffic areas for families so maybe stick to libraries, schools and Boys and Girls Club. If we run out of signs, we will look into ordering more at that time. It was also decided that we should add a QR code to direct people directly to our LaCrosse Co 4-H office.

Also, Emily has organized another History Mystery Cache that includes a booklet to lead families on a scavenger hunt to historical sites in the La Crosse area. These booklets will be available at the La Crosse libraries.

The Boys and Girls Club will have a Back to School Bash where we would like to invite those families to join the River City Club. It was suggested to get some postcards/information sheets to share with families at the event.

Superintendents update:

Some Superintendents noted that they would like to present at a youth workshop to share about their project areas. It was discussed that this would be a great Clover College workshop.

Heidi also suggested inviting Superintendents to club meetings to present to the youth and share how to enter projects in the fair.

Blue Ribbon Bunnies:

The Blue Ribbon Bunnies are going to try to restart and they have a better idea of direction this time. Their first meeting will be in September.

Hamilton Elementary:

Hamilton Elementary has a Community room available for clubs. They would love to have a club meet in this space and encourage their families to be part of 4-H.

New Family Communication:

Emily would like to beef up the Welcome Packet. It currently includes a list of all the clubs and a project list. She would like to find some people to help her make it more user friendly and help new families understand 4-H lingo better. Corey suggested that as experienced 4-Hers, we might not be the most helpful. Finding newer families who have had struggles understanding things might be better to know where to focus on improvements.

The state programming is also offering a monthly newsletter for new families to help keep them updated on what is happening in the state.

Additional notes:

Emily noted that events are moving forward and being planned and scheduled for the upcoming year. The only regular event that is not being planned in the Expo during 4-H week.

Agricultural Society Rep. Report: by Gretchen

Gretchen couldn't make it but sent a note that there was nothing to report.

Ambassadors Report: by Emily

Emily's Education Plans

Emily would like to work on providing more direction with the Ambassadors. One event she is planning is a fancy dinner to teach them dining etiquette. Corey has a contact that has done a similar event and will get Emily her contact information.

Kimberly Young will be coming in to meet with the Ambassadors and discussing how they can get more involved in the schools with 4-H.

Committee Reports:

Fair Business:

Food Stand and Pancake Breakfast Report:

Linda reported that the weather was good for the fair this year except on Wednesday when it rained. Even with that, the sales were up from 2019 with a profit of \$17,297.02 from the Food Stand and \$1,381.64 from the Pancake Breakfast. She also had some supplies left over that will be used for the Oktoberfest Races.

A freezer from the Food Stand died and needs to be removed before Oktoberfest. Linda will be reaching out to get some muscle to haul it to Runde.

4-H Expo booth for youth sales?

Someone had asked Emily about the possibility of having a booth at the Expo building for youth to be able to sell some of their fair creations. The idea was appreciated but the board members felt that it was not in line with what we could do logistically.

Unfinished Business: NONE

New Business:

Project Presentations to Board:

The board discussed and set a few groups to present to the board.

September: Dog

October: Horse

November: Goat

January: Shooting Sports

Reps will also look at contacting Livestock and Small Animal projects to present in the spring.

Distribution of funds from Food Stand:

Linda shared her research on possible Money Market Accounts and CD's interest rates and gave suggestions on where to invest the funds from the Food Stand.

Carolyn made a motion to invest \$5000 in a 60 month CD at 1st Community Bank, transfer \$3000 to the checking account at Union State Bank, and put the remainder in a new Money Market account at Union State Bank. Tom seconded the motion. Approved.

Club Booths:

The Superintendent for Club Booths initiated a discussion with Emily and suggested some changes to how they are handled. The board discussed it and agreed with suggestions to eliminate the judging aspect and leave it more open to clubs that are looking to market themselves to new members. Emily will contact Jackie and Marla about changes.

Future Agenda Items:

Nominations:

Open positions for 2022 include: Vice President, Ag Society Rep, At Large Rep, Mindoro Rep and West Salem Rep.

Suggestions for nominations were discussed and will be contacted to see if they are interested.

Adjournment:

Motion to adjourn the meeting was made by Linda, seconded by Corey. Approved. Meeting was adjourned at 8:39pm.

Next Meeting: September 9th at the Hamilton Town Hall