

Minutes of the Post Conference Board Meeting

June 13, 2019, Blue Harbor Resort, Sheboygan, WI

The meeting was called to order at 11:25 AM. In attendance: Brad Sirianni, Tina LeBrun, Betsy Jensen, Deb Pike, Pauline VanNurden, Lori Tonak and Myron Oftedahl. Officer missing was Jennifer Smith.

Introduction of officers: Brad will contact Jennifer for her bio and photo. He will share with Deb for posting online.

Officer duties and expectations: Those are listed on the website, and were reviewed by the officers.

Summary of 2019 Conference, with Bob Rhea in attendance. We exceeded our meal guarantees, so we didn't pay for any meals that we didn't eat. We had a great deal on the rooms. Hotel staff was very attentive, and we thanked them often. Great content that we can use all year. We want to collect feedback from 2019 attendees to help promote our 2020 conference, and additional membership.

Changes/ideas for the 2020 Conference discussed: including analyzing a farm in the programming; make sure the first night reception is the family event, and skip the reception; lower the registration cost; provide "whole conference" budgets including hotel, meals and registration; have a long-term plan for conference planning and provide continuity. Use Google Drive, and

Also: focused networking, find ways to energize the room; bringing in a farm and chef for an evening meal; include Ag Financial Literacy as a sales pitch, for the conference and with potential sponsors. Do we need to add additional administrators for the conference Twitter and Facebook pages? Let's emphasize the hashtag even as planning begins.

Fundraising goals: Can we get Culver's as a national sponsor? They were great to work with in 2019. Lori has a contact in Colorado and will ask for information; having a local contact on the ground worked great in 2019. Jay D. Olsen from Utah has been working with extension agents in Colorado, and those may be good local contacts.

Set \$5,000 local and \$10,000 national as goals. Do we need to sell ads as opposed to conference sponsorship? Tina LeBrun will use the National Farm Management Conference logo on fundraising materials.

2019/2020 Goals and Priorities:

- Fundraising goals listed above
- Expand our statewide footprint by two states
- Send out four NUTS & BOLTS, and a minimum of four Real-Time Updates

President Elect position: we will consider additional names, with the goal that the person will attend the Fall Board meeting. The Executive Board will appoint a President Elect via email.

Letter to National Ag Ed Council: Brad will draft a letter to The Council stating our intentions to withhold our dues for 2019.

A motion was made by Lori, with a second by Pauline to rehire Deb Pike as NFRBMEA Communications Director for 2019-20; all in favor, yes. Deb accepted.

The dates were selected for the annual Fall Board Meeting: September 30 – October 1, 2019 (Monday and Tuesday), with the location to be determined. A group picture will be taken at the Fall Board Meeting.

The meeting adjourned at 12:44 PM.

Submitted by,
Betsy Jensen