



Minutes of the Board of Directors of the Iowa Extension Council Association

June 29, 2024

The Board of Directors of the Iowa Extension Council Association met in Ames on June 29, 2024. Board members present include Kelly Jared, Bruce Clark, Ruth Wilcox, Al Ralston, Kasey Peters, Kirk Phelps, Sara Kubousek, Christy Saylor, Jenny Lichty, Roberta Hersom, Roger Helmricks, Joan Wiskus, Gwen Hanson, LeAnn Lawler, Mark Davitt, Ann Leonard, and Connie Casson. Also present were Dr. Jason Henderson, Andrea Welchans, Jennifer Vit, and Julie Baumler

President Kelly Jared called the meeting to order at 10:00 a.m. Jenny Lichty moved to approve the agenda. Al Ralston seconded the motion. The agenda was approved.

Kasey Peters moved to approve the minutes from March 18, 2024. Connie seconded the motion. The minutes were approved.

Julie Baumler shared the treasurer's report in the treasurer's absence. The balance on hand in checking is \$61,015.55. The following bills were presented:

- Linn County Extension District - \$100.00 for meal reimbursement from council conference door prize
- Woodbury County Extension District - \$100.00 for meal reimbursement from council conference door prize
- Whitfield & Eddy – \$5,400.00 for legal services
 - \$3,225.00 (April)
 - \$2,175.00 (May)
- Julie Baumler – \$441.72
 - \$64.23 mailing labels
 - \$154.08 Vimeo subscription
 - \$76.91 for Quicken subscription
 - \$146.50 for copies
- CauseTeam - \$86.88 for board member shirts
- Jennifer Vit - \$247.22 for board refreshments

Roberta Hersom moved to approve the treasurer's report and bills. Jenny Lichty moved to second the motion. The motion carried.

Julie Baumler reported that 89 counties have paid dues as of June 28. Dues payments are due on August 1.

Jennifer Vit shared a board of directors election update. The following board members were elected and re-elected:

- Region 5: Sara Kuboushek
- Region 8: Le Ann Lawler
- Region 11: Megan Fagle
- Region 12: Roger Helmrichs (1-year term)
- Region 14: Joan Wiskus
- Region 18: Ann Leonard
- Region 19: Jenny Lichty
- Region 23: Christy Saylor

There were no candidates in Region 6, so we are still looking for board representation in that region. Jamie Thompson submitted his resignation from the board effective today. We will be recruiting a candidate to fill the remaining 2 years of his term.

Dr. Jason Henderson, Vice President for Extension and Outreach discussed our current budget situation and gave an update to the Strategic Vision and Direction. Board discussion of budgets, programming, and staffing followed Dr. Henderson's presentation.

Dr. Henderson and Jennifer Vit shared plans for the upcoming Extension Council Day on Campus, to be held on Friday, Sept. 13 at Iowa State University. The day will start at the Jacobsen Building with a tour of Jack Trice stadium and the turf that was grown at the Horticulture Research Station. President Wintersteen will give the opening address. There are four tour tracks with three stops per track (12 tour stops altogether). Each tour track will cover multiple program areas. Registration will open on July 1 and will cost \$25 per person. Council members may be reimbursed their registration fees and mileage from county professional development funds.

Outgoing board members Kelly Jared and Al Ralston shared advice and observations with the continuing board members.

Following lunch, Bruce Clark called the meeting of the 2024-2025 Board of Directors to order. Election of officers was held.

Connie Casson nominated Bruce Clark for president. Gwen Hanson seconded the motion. The motion carried.

Connie Casson nominated Sara Kuboushek for president-elect. Ann Leonard seconded the motion. The motion carried.

Gwen Hanson nominated Kasey Peters for secretary. Connie Casson seconded the motion. The motion carried.

Connie Casson nominated LeAnn Lawler for treasurer. Kasey Peters seconded the motion. The motion carried.

Kasey Peters moved to approve the Board Process Issues (attached). Jenny Lichty seconded the motion. The motion carried.

Sara Kuboushek moved to approve Veridian Credit Union as the financial institution for IECA accounts. Roger Helmrichs seconded the motion. The motion carried.

The board reviewed the legislative breakfast from February 22. In the last 2 years IECA has been doing foundational work to make connections with legislators, communicate Extension’s impact, and educate legislators on our funding model. It is anticipated that there will be an Extension-specific funding request as part of the ISU request for legislative support. Extension would like to identify a few projects/programs to ask for legislative investment in.

The board discussed the spring Extension Council Conference On the Road. Overall, the mini conferences went well. Some board members noted missing programming information that they could take back to their counties as well as interacting with council members from other parts of the state. A 5:30 start time is difficult for some working council members if they need to drive any distance to the conference. The group discussed distributing a follow-up evaluation to help determine if the inputs of staff time and conference costs yielded good impact.

The following board members volunteered to serve on a conference committee for 2025:

- Christy Sayler
- Ann Leonard
- Roberta Hersom

Board members reviewed progress on our 2022-2025 IECA Action Plan. They discussed how IECA can help equip council members with the information that they need and improve the engagement of council members who are newly elected this year.

The IECA board committees met and reported:

Finance, Policy, & Legislation

- Chair: Ann Leonard
- Members: Christy Sayler, Ann Leonard, Jenny Lichty, Roger Helmrichs, Megan Fagle, Paul Gieselman, Mary Greiman, and Phillip Masters

The committee recommended the following budget for FY25:

INCOME

Membership Dues	\$ 30,720.00
EAP Payments	9,500.00
Calm Payments	4,500.00
Extension Council Conf.	4,000.00
TOTAL INCOME	\$ 48,720.00

EXPENSES

General

Bank Charges	\$ 35.00
Copies	750.00
Misc.	500.00
Office Supplies	350.00
Postage	600.00
Travel	6,000.00
Insurance	1,090.00

Meeting Supplies		500.00
Meeting Rooms		
TOTAL General	\$	9,825.00
Comm. & Networking		
Communications	\$	1,500.00
Marketing/Promotions		900.00
TOTAL Comm & Networking	\$	2,400.00
Human Resources & Member Services		
Council Conference	\$	5,000.00
Extension Council Day on Campus		3,000.00
EAP		9,500.00
Calm		4,500.00
Legal Services		16,850.00
TOTAL Human Resources & Member Services	\$	38,850.00
Finance, Policy, & Legislation		
Legislative Contacts	\$	3,000.00
TOTAL Finance, Policy, & Legislation	\$	3,000.00
TOTAL EXPENSES	\$	54,075.00
OVERALL TOTAL	\$	(5,355.00)

Ann Leonard moved to approve the budget. Sara Kuboushek seconded the motion. The motion carried.

Human Resources & Member Services

- Chair: Roberta Hersom
- Members: Ruth Wilcox, Kirk Phelps, Gwen Hanson, Chrissy Westercamp, and Tom Monroe

The committee discussed the legal services benefit and how IECA can communicate with councils about when they should utilize the assistance of Whitfield and Eddy versus resources from ISU. Jennifer Vit clarified that generally councils are best served utilizing Whitfield & Eddy if they are unable to find answers in IECA's existing resource library. She works with Kay Oskvig to help provide answers to common council questions and Oskvig develops her annual webinar training to address frequent topics she has encountered for the year.

The committee recommended planning to launch another member benefits survey at the end of 2025 or beginning of 2026. They also recommended evaluating the usage of staff satisfaction of the Calm app benefit.

Additional topics discussed included exploring if there is any way that ISU could support county staff with insurance and identifying strategies to better recruit, onboard, and retain council members to help with engagement.

Communication & Networking

- Chair: Connie Casson
- Members: Sara Kuboushek, Kasey Peters, Mark Davitt, Le Ann Lawler, Joan Wiskus, Ryan Freese, Mollie Scott

The committee discussed potentially offering a monthly podcast/video that would target council members and focus of success stories of programming, funding solutions that have been successful in counties, and answers to common questions council members might have. The group suggested that IECA staff look into securing an ISU student as a marketing/communications intern to help with content, including “chunking” some of IECA’s existing materials into shorter videos. They would like to create some council learning paths that stages content into introductory, intermediary, and more detailed topics.

Additional suggestions from the communications and networking committee included prioritizing 3-minute video content that can be shown at council meetings, making an effort to better push Facebook content, and exploring a LinkedIn account. To help with driving council members to the website, they recommended adding a “Did you know?” feature to the newsletter that will point council members back to the website.

An Executive Director report was provided by Jennifer Vit. The following items were shared:

- 98 counties are participating in EAP this year with about the same number of employees (381). A lunch and learn webinar will be scheduled in late August to help staff members learn more about their EAP benefits.
- 35 counties enrolled 132 employees in the Calm App benefit. IECA has received some really great anecdotal feedback from participants. This year IECA subsidized the cost to be \$25/employee.
- Kay Oskvig from Whitfield & Eddy will present a legal webinar on July 31 at 6 p.m.
- A fiscal review for FY2024 books will need to be scheduled this summer. Le Ann Lawler offered to participate and we will identify another council member from Central Iowa to assist, if possible.

County concerns and issues were shared by board members including the following topics.

- First Advantage not receiving payments from more than one county.
- Employee bonuses
- Update on property tax reform: How do we plan for it? What exactly is coming down the pipeline?
- Program Specialists - How do counties ensure they are getting the service they need from the specialists? Program Directors need to hear that you aren’t getting the service that you expect.

Ann Leonard moved to approve the following board member travel expenses and additional bills:

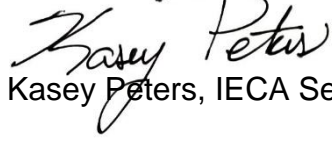
- Board travel - \$2,304.57
- Cornbred - \$351.00 for catering
- ISU - \$80.00 for board member gifts

- Cyclone Awards - \$89.00 for nametags and board member gifts

Jenny seconded the motion. The motion carried.

The next meeting will be in October or November. A poll will be sent. The meeting was adjourned.

Respectfully submitted,

A handwritten signature in cursive script that reads "Kasey Peters". The signature is written in black ink and is positioned above the printed name.

Kasey Peters, IECA Secretary