

Extension Leadership Council

Frederick County

May 3, 2023

The Frederick County Extension Leadership Council (ELC) met on Wednesday, May 3, 2023, at the Frederick County Government Center, Winchester, VA. The following were present: Ray Cross, Sharon Mauzy, Kunduck Moon, Bob Meadows, Heather McKay, Brandon Monk, Keighley Gore, and VCE Staff: Mark Sutphin, Kim Costa, Joanne Royaltey, and Marsha Wright.

Heather McKay called the meeting to order at 6:31 p.m.

Approval of Minutes from Previous Meeting

Bob Meadows made a motion that the February 1, 2023 minutes be approved. Sharon Mauzy seconded the motion. The minutes were approved.

Extension from Your Viewpoint (offered by Staff and ELC members)

- Ray: Bobby Clark is doing a "Walk in the Pasture" program at his farm.
- Kunduck: The Extension Master Gardeners' Garden Fest is June 3 at Belle Grove Plantation in Middletown, VA.

What's Happening in Winchester and Frederick County

- Sharon stated there is a need to test pressure canner gauges. Mark replied that the new FCS Agent begins June 26.
- Heather reported a video, produced by Virginia Cooperative Extension, has been filmed featuring local apple orchardists on the evolution of the industry and family businesses. The Women's Farm Bureau is working to promote/distribute the video for viewing. Some ideas for showing the video are: to Ag Classrooms and before the Apple Blossom Parade on TV. A few high school ag programs have featured the video.

State and Local Budget Updates

- 2023 Situation Analysis:**
 - Mark handed out copies of the 2018 Situation Analysis and the 2023 Northern Shenandoah Valley Community Survey to be used to compile information for the 2023 Situation Analysis. He explained that we are required to do a situation analysis approximately every five years. A state-level survey is being done now, and the Northern Shenandoah Valley Community Survey will be used for PD7. We will have state, district, and county results to use in preparing the 2023 Situation Analysis.
 - We will do a press release about the survey and distribute the survey to our databases.
 - ELC members will be needed to help reach community members targeting those that we do not reach now. You can share the survey with groups and/or individuals that ELC members associate with i.e. Civic Groups, churches, etc.
 - The timeline for completion of the survey is now through July 31 for the responses from the Northern Shenandoah Valley.
 - Marsha will send the links to the survey.
 - Brandon suggested coordinating with Farm Bureau.
 - Key informant interviews can be done, too.
 - Sharon suggested adding a QR code to the survey on Fair and feed store flyers.
 - Brandon asked if we had any success submitting information to Peachjar.
 - ELC members are asked to submit ideas of who should get the survey. Keighley Gore suggested businesses may be willing to share with their customers.
 - Additional information will be emailed to ELC members. The pdf and QR code will be provided.
- Staffing:**
 - Mark introduced Kim Costa who has returned as the Frederick County SNAP Ed/FNP Program Assistant.

- Hannah Copp, the new Frederick County FCS Agent, will begin June 26th.
- The search for the Page County FCS SNAP Agent was unsuccessful. They are now trying to relocate this position to Shenandoah County.
- Interviews are now being conducted for the AHS AREC Viticulture Specialist.

2023 Action Items (Committee Updates)

- i. Funding Committee:
 - a) Due to the lack of state budget updates, additional hires are being held until Dr. Gutter has the budget for FY24. John Thompson has Clarke's ANR position second on his list to fill following the Orange ANR position.
 - b) NSVMGA discussions have begun about creating an endowment to help fund the paid full-time EMG Coordinator Position for the NSV in the future.
- ii. Marketing Committee:
 - a) Heather reported the committee decided that with the number of Board of Supervisor positions up for election this fall, we should do the Extension Spotlight Event in March 2024.
 - b) Other 2023 Action items?
 - "Elevator Pitch" suggestions were passed out for talking about Extension.
 - The committee wants to set up a tent with Extension information June 17, September 23, and Saturday at the Fair. Sharon invited Extension to have a booth at Farm Crawl.
 - Solenbergers has canning classes. That would be a good time to promote Extension and pressure canner testing.
 - Participate at WOW program for 8th graders on September 14. Perhaps collaborate with Farm Bureau. Mark stated Extension staff, from the three program areas, have participated in the past. 4-H Agents did it the last two years. Maybe the ELC could join forces with them.
 - They would like to get t-shirts or buttons with "Ask me about Extension" on them.
 - Provide realtors with Extension information to be included in their "welcome" packets.

Programming Update: Kim Costa

Kim provided information on the SNAP Ed/EFNEP program that she administers including who qualifies for the program, number of classes required to attend, and highlights of what is covered in the classes.

Other

Joanne reported that this is the 30th anniversary of the Extension Master Gardener Program in the Northern Shenandoah Valley. They are working on activities for the celebration.

The next meeting will be July 26, 6:30 p.m., in the downstairs meeting room of the Frederick County Government Building.

The meeting adjourned at 7:50 p.m.

Respectfully submitted,

Marsha G. Wright
Virginia Cooperative Extension-Frederick County
Unit Administrative Assistant

2023 Meeting Dates:

July 26 – 6:30 p.m., Frederick County Government Building
November 1 – 12:00 noon, Farm Credit