

# AGRICULTURE Science Sustainability CAREERS



## National Ag Science Center Board of Directors Meeting

Tuesday, January 14, 2020  
8:00 – 10:00 AM  
NASC Office

**Mission:** *The National Ag Science Center provides students with unique programs in agriculture and science – to promote positive educational experiences and an awareness of career connections and issues important to sustainable agriculture in California.*

### Minutes

- I. 8:05 Welcome-In Attendance were: Brad Ardis, Daniel Bays, Matt Cranford, David Evans, Colin Funk, Tom Gallo, Kim Hernandez, Paul Huckaba, Chris Lehtikainen, Brandi LoForti, Doug VanDiepen, Bob Gallo, Emily Lawrence
- II. Approval of Minutes Motion CL/second PH carried.
- III. 8:15 – 9:45 Action and Discussion Items
  - A. Strategic Planning -the bulk of our discussion focused on the idea of a Board retreat. All are willing to commit to a half day retreat, facilitated by an outside person. We will look for a meeting date at the next meeting.
    - i. *Finding Our Why*-an exercise in why each member of the board is on the board. What does our organization mean to individuals?
    - ii. Idea of the Board Retreat is on the table. Board members are interested. They would want the retreat during the week.
    - iii. What is our messaging? Ag education, awareness out in the community, AIM-building slowly, impact and awareness, more curriculum, ag connections, technology connections, we need more touches,
      1. Production video idea. Social media and videos offering small touches by grade level (Brad has a production company contact).
    - iv. CSUS public affairs messaging, MCS ag advisory board, expanding what we have started, jr high through college messaging, looking at ag financial challenges-forecasting commodity pricing swings, Prop B impact on education, appreciation for the long term, think of ag broadly

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1. Look at bringing groups to Faith Ranch to generate some awareness and enthusiasm.

## B. Executive Director Report

- i. Hall of Fame 2019 Update-we will begin outreach in June. PSC is on board and enthusiastic after the Hall of Fame dinner.
- ii. We also have had an inquiry from F&M bank about HoF '21. They are a primary provider of ag loans in the area. They also support FFA groups and students going to fair with loans. They are interested in the nomination. We had some discussion about what other banks/credit unions might be nominated or interested. Board will bring other suggestions to the next meeting.
- iii. Upcoming Events-Golf tournament. Sponsorship information has gone out and we are starting our email and social media campaign. We need the board to recruit sponsorships as well as bring a team and recruit a team. The AgTech summit is February 6.

IV. Other Business

V. Next Meeting: April 28, 2020 8-10 AM Location TBD