

**Fond du Lac County 4-H Executive Board Meeting**  
**Wednesday March 2, 2016**

Present: Sue Kamphuis, Jackie Luedtke, Shelly Oswald, Paul Bleuel, Denise Retzleff, Emily Franke, Rose Petrie, Lorna Bock, Kim Carey, Olivia Newton, Jennifer Pflum

Excused: JoAnn Maedke

Meeting called to order at 6:37 PM

Secretary Report: Minutes from January 26, 2016 approved, motioned by Lorna Bock, Seconded by Rose Petrie.

Treasurer Report: Statements as of February 20, 2016 approved, motioned by Rose Petrie, seconded by Jennifer Pflum.

Correspondence: Ebby Thoma-Loehrke, Hanna Bryant

**Old Business:**

Thank You Family Learning Day: Thanks to everyone who attended and helped out!

Thank You for Assessments for Trips: Thanks to everyone who responded very quickly for the trips and Lorna Bock for compiling the scores.

No Name Arts Fest: Good feedback. New name for 2017 is Creative Arts Festival. Want more youth involved for planning committee. Next year's date is set for Saturday, January 28, 2017.

Newsletter Info: A letter was sent out to 4-H volunteers who needed their background checks. All re-enrolling leaders need to be enrolled by December 1 so they can get their background checks done on time.

**New Business:**

National 4-H Promotion Campaign: National 4-H is launching a campaign in April. They want everyone to know what 4-H is all about. Want everyone to post pictures using hashtag: #4HTRUELEADERS. Want people to see the difference that 4-H makes. Any accomplishment a 4-H member has received (ex: solo

ensemble, gold, won something, academic accomplishment). Fond du Lac 4-H is making a hashtag as well: #FDLCo4H. If anyone posts something about 4-H the posts will all unify so everyone can see what 4-H is doing.

Youth Evaluation: Fall Trip: Youth received negative comments on an interview sheet and was unhappy with comments and brought attention to it. Suggested that we have a pair of interviewers that both share what they have written about the interview. Need comments that are both constructive and positive. Suggested to have an interview training or a video for people applying for trips to be more prepared.

Historian book: Leader who read the historian book claimed something was missing from it. Owner of book said it was not and asked that we have two people read them. We need two people to do each book, which means we need more time to read them over. Will help alleviate biasness. Have a sign-up sheet at August Adult Leader Meeting to volunteer to read books.

Browser Open-Fond du Lac Public Library: Suggested at last meeting to have 4-H be featured here. Jackie's club has assembled golf hole #6. The golf hole is called 4-H for You. Will educate people about 4-H. It is Sunday March 13<sup>th</sup>. \$5 for adults and \$3 for youth to golf. Hope is to take the golf hole and use it at the fair as an activity (4-H Action Center).

#### Agenda for April 2 Meeting:

- Pledges-Lead by Olivia Newton & Emily Franke
- Secretary's Report (report from last Adult Leader Meeting in October)
  - Notice for meeting will be sent out ahead of time, we will be printing very few copies of the minutes, and we are having people print them off at home and bring them with.
- Treasurer's Report
  - Printed on agenda, give account balances
- Get Acquainted-TLA Reps (Jennifer, Olivia, & Emily)
  - Lasts 2-3 Minutes
  - Action: Everyone call their clubs to make sure that leaders are coming from their clubs.
- Proposed Youth Topic-Youth Leader Project (Jennifer, Olivia, & Emily)
- Distribute Charter Letters (like the Oscars)
  - Action: Create Photobooth
  - Action: Bring GREEN Carpet
  - Action: TLA Reps dress very nicely 😊

- Distribute Raffle Tickets
  - Talk about how there is a chance we might not be able to sell as many tickets at the fair as in the past. The fair says that we need to stand in the Adult Leaders Food Stand and sell them. Because in the past we brought people into the Expo Building for the Cream Puff Eating Contest, and now they don't benefit from our ticket sales so we are no longer allowed to sell in the middle of the Expo Building, only in our food stand.
    - Would you like to “supersize your order?” instead of “would you like to buy a raffle ticket”
    - Have Fashion Revue Participants draw the winning raffle tickets (before the 4-H Graduation)
  - NEED CLUBS TO SELL THEIR QUOTA OF TICKETS.
- Action: After-Party at Culvers
  
- Food Stand Sign-Up
  - Project the chart on the board so people can see everything at one time and sign up
- Silent Auction Sign-Up
- Report on No Name Arts Fest
- Tell the people how many people are going on 4-H trips
  - Jennifer, Olivia, & Emily will share a short story on a trip they went on and why they appreciate the funding from the Adult Leaders as well as other 4-H events that Adult Leaders spend money on (ex: 4-H Camp, No Name Arts Fest, Family Learning Day, 4-H Disks)
- Talk about the new background check process that is being implemented. Need leaders to re-enroll by December 1<sup>st</sup>.
- 4-H Promotional Campaign
  - #FDLCO4H
  - #4HTRUELEADERS
  - #4HGROWSHERE
- Action: TLA Reps putting together a why & how-to hashtag video
- Have a discussion for meeting improvements
  - Chat in small groups & share back

Strategic Planning/Vision Statement/Goal Alignment:

Goal 1: Review roadblocks & benefits in county participation. (Attract)

Roadblocks:

- Perception that just general leader attends

- Can be any member of clubs & youth
- Perception that it is boring
- Not being involved
- Getting input/participation
- Saturdays are more attended
- Time of year
- Name
- Managing conversation
  - Getting input
  - Cutting off input
- Method of contact to attend meeting

Measurement: At least 1 person from every club attend Spring Spectacular

1. Invite other counties (hopefully they will invite us as well to theirs)
2. Board members call clubs to tell them to come & invite other people to come as well
3. Reward attendance/traveling trophy
  - People that bring a guest get entered into drawing for an award
4. Survey for at the meeting
  - What would make you come back next time? Why wouldn't you come back? What should we change?
5. Rename Meeting/Expectations
  - Marketing Campaign
6. Personal Invitations
  - Email

→Action: Reserve Henken Room for Spring Spectacular

Goal 2: Review current promo & marketing efforts. (Build)

Measurement: Number of Followers = 227 (FB)

Tactics:

1. Alumni & Hashtags → Competition
2. Facebook, Instagram, & Twitter = Followers
  - a. Signs with hashtags at events
  - b. Create our county hashtag
  - c. Extension Office Twitter: @Fdluwex
3. Hashtags
  - a. #4HTRUELEADERS
  - b. #FDLCO4H
4. Personal Calls/ Invites
5. Fair

6. Which youth in your club are into social media that could be on this committee?

Goal 3: Intentionally seek youth to be in partnership roles at club & county level.  
(Culture)

Measurement: Friends of 4-H: 4 youth, Food stand Shift Leaders: 6 youth,  
Achievement Night planning: 5 youth

Need Rewards for Youth

- For coming early, get fed

Need to Communicate:

Friends of 4-H Committee

Adult Leaders Food Stand (Shift Leaders)

Achievement Night

Talking about Goals at Spring Spectacular:

Goal 1: Jackie & Rose

Goal 2: TLA Reps

Goal 3: Lorna

Next Leader Board Meeting: May 18<sup>th</sup> at 6:30 pm at UW-FDL

Meeting adjourned at 9:12 PM by Lorna Bock, seconded by Kim Carey