

Minutes
 Oregon FFA Foundation
 Board of Directors Meeting
 August 24, 2018
 Wilco Farmers
 Mt. Angel, Oregon

Prior to the meeting, Board members toured the Wilco Hazelnut Plant in Donald.

Meeting called to order at 12:28 pm.

Attendance

Board Members	Advisory Board/Staff	Guests
Doug Hoffman – President	Kevin White	
Kirk Maag – Vice–President	Lee Letsch	
John McCulley–Secretary	Cailey Ellzey	
Brian Field –Treasurer	Madelyn Higgins–Porterfield	
TJ Colson	Abigayle Darvla	
Mike Coon	Reynold Gardner	
Jacque Deeds	Matt Bunch	
Brent Fetsch	Christa Towery	
Neal Lucht		
Joe Matteo		
Elin Miller		
Swede Salo		
Jonathan Velez		

Doug outlined the agenda for the meeting, noting it will be Kevin’s last Board meeting.

Those present introduced themselves.

Minutes of Previous Meetings

Members had previously been sent minutes of the May 11 and June 11 meetings.

MOTION: Brent moved that the minutes of the May 11 and June 11, 2018, meetings be approved. Neal seconded the motion and it passed.

Doug relinquished the chair to Kirk and exited the meeting.

Executive Committee Report

Kirk reported that the Executive Committee approved sponsorship of the OATA dinner in Pendleton; reviewed the endowment agreement based on direction from the Board at the May 11 meeting; and proposed communicating plans to OATA listserv about replacing the Foundation’s executive director in order to answer questions teachers might have. The Executive Committee also approved an agreement with Wilco regarding the concert at State Convention. Under the agreement Wilco will assume total financial risk for concert and will manage the event. If an admission fee is charged it would not exceed \$10. The Association Board has also approved the plan. Kirk described the process of the search for a new executive director since the June 11 meeting.

Doug resumed the chair.

Treasurer Report

Brian presented the treasurer’s report for the period ended August 20, 2018. The report showed total assets of \$192,838.69. At this point there is a net loss of \$150,961 with a significant amount of expected revenue. Kevin anticipates about \$250,000 gifts still outstanding. The numbers this year are similar to amounts in 2017. Brian alerted the Board to the fact that grants to the Association and other expenses are growing while revenue remains flat. As a result it is necessary to generate more revenue, especially through individual giving beyond that

contributed locally. Brian explained the significant amount of in-kind services provided to the Foundation and how they are accounted for.

MOTION: Mike moved that the Board accept the financial reports. Elin seconded the motion and it passed.

Actions on Written Reports

None taken.

Department of Education Report

Reynold summarized his written report which is included with these minutes. He emphasized that teachers are badly needed. He reported that more funds have been allocated to CTE programs, especially those that have developed strong partnerships.

Oregon State University Report

Jonathan commented on the teacher shortage. He thanked the Foundation for helping eliminate some cost issues for students. The department is looking for ways to increase number of ag teachers and to reduce costs of program.

FFA Alumni Report

Swede summarized his written report which is included with these minutes. He talked about the Alumni development event in September in Sutherlin.

Ambassadors Report

Abigayle, Madeline, Cailey described their backgrounds. They talked about their training and the business and industry visits they have conducted.

State Officer Report

Lee provided the report on behalf of the state officers. She noted the officers had finished leadership camps. They attended the first National FFA Summit in Washington. The officers have been undergoing speech training via video. The State Fair is underway and officers will fulfill duties throughout fair. She commented that the officers will have extensive leadership tour responsibilities the remainder of the year.

Executive Director Report

Kevin commented again on the concert and Wilco's assuming full responsibility for the event. He noted the concert may not always be held in conjunction with the State Convention.

Development Activity

Matt said he is confident the Foundation will be able to fill the current revenue gaps. He reported on Duke Joseph (ad agency in Pendleton), NW Chicken Council and Foster Farms, Marion Ag and AgWest. He said new prospects include Power Equipment Systems, Columbia Helicopter and Benchmade Knives.

Kevin reported that staff is working on the "1928" Campaign. They are waiting on the marketing company that is providing in-kind marketing services. He expects to have design pieces in the next month. Members reviewed the campaign summary contained in the Board meeting packet. Kevin noted that the "1928" campaign will be in addition to the Farms for FFA program.

CRM Software

Christa described the new CRM software will help facilitate individual giving. She noted that the current program costs \$1,250 a year with an upgrade that could raise the amount up to \$7,600 per year. Cost for the new program, Neon, will be \$1,188 a year for a three-year contract. The new program will enhance donor and prospect management.

Oregon FFA Website

Kevin directed members to the new Oregon FFA website – OregonFFA.com – that includes all parts of Oregon FFA. The site is still being developed and will give more control to FFA.

Sponsor Transitions

Kevin and Matt meeting have been meeting with sponsor to let them know about Kevin's departure. The response has been positive. The board recommended being informed about top prospects to see if any board member (or previous board members) have a relationship with those on the list.

Activities Calendar

Kevin and Christa developed a Foundation activities calendar that is included as a part of these minutes. The calendar identifies all of the activities that occur each month. Christa has comprehensive details and further information on star sponsors. Kevin said he is willing to continue to be available to consult with Christa. Board members extended appreciation for all the work done in leaving the Foundation with detail plans for the future.

Directors Pledge

Doug described what the pledge contained in the Board packet means in terms of what a director will and won't do.

MOTION: Neal moved that the Board adopt the Director's Pledge as part of Board policy that would apply to all present and future directors. Brent seconded the motion and it passed. The pledge will be sent to all directors for their signature and would be signed by all new directors.

International Travel for Members

Mike discussed what a program might look like for an international travel program that would help connect industry and FFA. The program could contain three elements: a work exchange facilitated by the Foundation; a short term educational/service project; and international ag show participation by members and industry.

MOTION: Kirk moved that Board authorize the chair to appoint a committee to explore international work experience and travel opportunities. Mike seconded the motion and it passed. Neal, Mike, Brian, Doug were appointed.

FFA Structure

Kirk shared the executive director position announcement with Board. The announcement will be posted as the beginning of search process for a new executive director. In July the Association board voted to support the restructure of Oregon FFA which would mean a single leader for all Oregon FFA entities. Does Board want to expand its position description so that it would start the recruitment for an executive director/CEO for all of FFA? The Oregon FFA Alumni also supports restructure.

The Chair called for an Executive Session at 3:23 and non-voting members were excused from the remainder of the meeting with exception of Kevin. Minutes of the Executive Session are recorded separately.

Submitted by,

John H. McCulley
Secretary