



CSU Extension Boulder County
Advisory Board Meeting Minutes
June 20, 2023

Meeting called to order at 5:30 PM via Zoom.

Board Members:

Present: Hallie Adams, Nick Cappello, Mary Mulry, Kate Newberg, Rich OKeefe, and Jay Ruggeri.
Absent: Rob Alexander, Joshua Coffie. Quorum present? Yes

Boulder County Extension Staff:

Laura Larson and Dena H were in attendance.

Approval of Agenda:

Motion: Jay motioned that the June 20, 2023, agenda of the Extension Advisory Board as presented be approved, Hallie seconded that motion; all were in favor.

Approval of Minutes:

Motion: Jay motioned that the October 18, 2022, and the January 26, 2023, minutes of the Extension Advisory Board be approved as presented, Hallie seconded that motion; all were in favor.

Introductions and welcome of new board member Rich OKeefe.

Director's Update:

• *Current CSU and Boulder County staffing*

We had 5-6 vacancies over the course of one and a half years due to retirements and folks getting promoted to the CSU state level office.

- Finalized the search of the Home Horticulture Coordinator position (county employee), with a potential start date end of July.
- We have successfully hired a new Small Acreage Management Coordinator (county employee), Lyndsay Gonzalez, who started on May 1st.
- Successfully hired a new Commercial Horticulture Specialist (CSU employee), Micaela Truslove, with a start date of May 8th.

- 2nd failed search for the Agriculture Specialist, a CSU position following the CSU salary range, benefits, and hiring policies. Offer declined due to better pay and tenure at a different university. The position works with County Commissioners on crafting policy, advising on best practices and research methodologies, history of working with producers and public speaking, so a new college graduate would not be qualified for the position. Adrian Card, the former Agriculture Agent now a CSU Statewide Specialist, has been available to answer questions during this transition.

In 2022, the Board drafted a letter of concern regarding the hiring and retention of CSU Extension staff and the effect of current salaries on service delivery in Boulder County which was presented to Lindsey Shirley, Assistant Vice President for Engagement & Extension and Deputy Director of CSU Extension. CSU recently came out with a new salary schedule that is slightly better depending on experience. The transition to faculty status took place January 2023. However, CSU will not offer pay differential based on geographic location and therefore is not keeping pace, making it difficult to compete.

- *Getting ready for the Boulder County Fair*

Open to the public on August 10-13th. Pre-Fair Exhibition events starts as early as August 1st. Visit: <https://www.bouldercountyfair.org/> for more information. Lots of Extension staff are involved with helping at different events. This year I would recommend the board to attend, next year reach out to the 4-H team to see where you can help in the 2024 Boulder County Fair. Extension programs will be on display at an information booth in the Exhibit building during the fair.

Old Business:

None

Open Discussion:

A. Brainstorm ideas for recruiting additional diverse board members.

USDA/NIFA requires a focus on diversifying the board to represent the demographics of Boulder County. USDA's guidelines are clear: demographic composition of advisory board/committees must achieve Race, Ethnicity, and Gender (REG) parity for their respective service areas. "Parity" is defined as $\geq 80\%$ of the services area's REG demographics. Boulder County 2022 census: Hispanic or Latino is 14.10%, parity goal would be 11.28%. USDA is looking at our efforts in increasing diversity amongst the board.

The board could use the Boulder County Fair to help recruit diverse board members by putting information at a table in the Exhibit building.

Recruit from a party that is already interested in Extension in some way, i.e. someone whose child participates in 4-H or someone who is in the Ag world or industry. Possibly reaching out to parents at schools or parents of 4-H kids. Educating folks about the commitment involved, initial connection most likely will be with someone you know and that you have a relationship with. Advertising alone, you will unlikely get people interested.

Seniors and folks with a disability may be interested in joining a board, and by having our meetings virtual may help such folks and give them the ability to join. Other unserved marginalized community members are also welcomed.

Kate last year created a two-page general announcement that we have an opening and provide information to educate people what we are offering and try to get them actively involved (maybe add pictures to enhance and bilingual). Meet folks where they are, i.e. parents at the schools, art festivals, music festivals.

How about social media platforms, using the Boulder County handles. Posting the Boulder County Commissioners call for board members to other platforms. We can use those social media sites to broadcast the commissioner's post. <https://bouldercounty.gov/government/boards-and-commissions/>

Suggested outreach to:

- 4-H parents, master gardeners, or other program participants
- Latino Chamber of Commerce: <https://www.latinochamberco.org>
- Out Boulder for LGBTQIA: <https://www.outboulder.org/>
- NAACP Boulder County: <https://naacpbouldercounty.org/community-2/>
- El Comité De Longmont: <https://elcomitelongmont.org/about/>
- Other advisory boards
- Schools and school PTA
- Facebook or other social media sites

Board recruiting has opened for the Summer:

- Official Commissioner appointed or Extension Director appointment
- Staff do not have time to recruit board members
- We need to recruit board members directly

B. Extension Staff Social

A great way to meet new staff and advisory board members to build connections. Ideally would be a 4-6pm before the fall advisory board meeting. Plan in advance so folks can get off work early to attend. Dena will send out a doodle poll for times available in September. Maybe do as a potluck (we each bring some food). The interactions with staff is important to build the connections and teamwork.

The meeting adjourned

Minutes prepared by Dena.

Boulder County Commissioners' Strategic Priorities

2019-2023 Boulder County Commissioners' Strategic Priorities: Affordable Living, Climate Action, Equity & Justice, Land & Water Stewardship and Organizational & Financial Stewardship.

<https://inbc.boco.co.boulder.co.us/sites/bocc/Pages/Strategic-Priorities.aspx>