



Pima County Cooperative Extension Advisory Board

Thursday, September 30, 2021, 3 pm

Meeting was held hybrid in-person and via Zoom

Meeting Minutes

Attendees

Board Members
Dan Pacheco
Héctor Campoy
Rick Frey

PCCE Staff

Claire Zucker, Director
Debbie Curley, Agent

Public Attendees

None

Absent

Micaela Gibbons
Kelly Cook

Item 1. Call to Order

Claire Zucker called the meeting to order at 3:10 pm

Item 2. Pledge of Allegiance

Ms. Zucker led the Pledge of Allegiance.

Item 3. Election of a Chair

Chair elections were not held

Item 4. Approval of December 20, 2020, March 11, 2021, and June 10, 2021 Meeting Minutes

Actions Taken:

- Rick Frey made a motion to approve the December 20, 2020 PCCE Advisory Board Meeting minutes. Dan Pacheco seconded the motion. The minutes were approved unanimously.

- Dan Pacheco made a motion to approve the March 11, 2021 PCCE Advisory Board Meeting minutes. Rick Frey seconded the motion. The minutes were approved unanimously.
- Dan Pacheco made a motion to approve the June 10, 2021 PCCE Advisory Board Meeting minutes. Héctor Campoy seconded the motion. The minutes were approved unanimously.

Item 5. Call to the Public

No public in attendance

Item 6. Director's Report

PCCE Director Claire Zucker provided an update on outreach numbers for the 4th quarter of FY21 and for the FY21 full year. In FY21, PCCE had 24,765 engagements with stakeholders and served over 60,000 hours of educational programming. Mr. Campoy noted that it should be possible to identify repeat attendees for online gardening talks to better assess the unduplicated reach of that program element. Ms. Zucker continued her report by informing the group that open rates for the PCCE e-newsletter, *The Round Up*, remained at or above 30% with a peak of over 40% for the Jan-Feb 2021 issue. She also provided the Board with a staffing and financial update. PCCE is in the process of hiring several additional people to fill positions that were vacated in Spring 2021. In addition, the office will be seeking a new Office Specialist for the front desk due to a recent resignation. Ms. Zucker reviewed planned expenditures for the coming year and updated the Board on Pima County funding discussions. She also reviewed current COVID-19 data for Pima County and university policies on masking/social distancing at indoor meetings.

Mr. Pacheco brought up a concern about the reduction in agricultural land use in Pima County over the last decade. After discussing the topic, Ms. Zucker offered to follow up with a phone call and to focus on this issue at the December 2021 board meeting. Mr. Pacheco added that farmers need help improving the public's opinion about agriculture and its importance in Pima County.

Item 7. Program Highlight: Family Engagement Program

PCCE Area Associate Agent Debbie Curley presented an overview of the Family Engagement program including their work with target audiences such as families with autistic children and incarcerated populations. She described positive discipline education for parents as well as recent efforts showing the Resilience Film to local groups and interested people. This film is very effective for communicating about adverse childhood experiences and how these experiences impact mental and physical health in the long-term and thereby impact communities at large. She finished her presentation with an activity to help demonstrate methods for engaging classes in developing and identifying positive discipline solutions.

Item 8. Additional Program highlights

Ms. Zucker shared highlights from 4-H, Master Gardening, EFNEP and SNAP-Ed.

Item 9. Spring Event Planning

The Advisory Board discussed the celebration and thank you event PCCE is planning to hold in Spring 2021. April 7th, 4:30 – 6 pm is the tentative date/time. The Advisory Board, program partners in the community, the Pima County Supervisors, and UA administrators among others would be invited. The group discussed entertainment options and the need to keep it tightly structured and simple and the goal of the event.

Item 10. PCCE Advisory Board Administrative Topics

Several recommendations for new board members were discussed. The board felt that all the suggested candidates would be worth pursuing. Ms. Zucker will follow up with invitations.

Item 11. Scheduling Next Meeting and Future Agenda Items.

The next meeting will be held in December 2021. Because several members were not in attendance further discussion on this topic was postponed. The meeting in December will focus on agriculture in Pima County.

Item 12. Adjournment

Ms. Zucker adjourned the meeting at 5 pm.