



Pima County Cooperative Extension Advisory Board

Tuesday, December 5, 2023, 11:30 am – 1:30 pm

Meeting was available in-person and via Zoom

Meeting Minutes

In Attendance

Advisory Board

Rick Frey

Celia Burkel

Alana Mozar

Amanda Ruboyianes

Jacqueline Bruhn

Micaela McGibbon

Justin Byrd

PCCE Staff

Claire Zucker, Director

Connie Callahan (remote)

Public Attendees

None

Item 1. Call to Order and Welcome

The Advisory Board Chair Rick Frey called the meeting to order at 11:30 am

Item 2. Pledge of Allegiance

Mr. Frey led the group in the Pledge of Allegiance

Item 3. Approval of September 26, 2023, Meeting Minutes

Micaela McGibbon moved for approval of the September 26, 2023 Pima County Cooperative Extension (PCCE) Advisory Board minutes. Jacqueline Bruhn seconded the motion, and all voted to approve the minutes.

Item 4. Call to the Public

No members of the public were in attendance.

Item 5. Financial Staffing Trends for PCCE

Claire Zucker began with a staffing update and explained that several of the positions remain vacant and will continue to be vacant until the Uarizona hiring and promotion freeze is lifted. It is currently projected to lift July 1, 2024. She presented a graph showing staffing/hiring since 2020 and the overall

growth of the organization since that time. She also showed the trends over the past three years for hiring to fill existing positions versus hiring to fill new positions. Ms. Zucker continued with a financial update showing trends since 2020 and the importance of state temporary funding to growth. Discussion followed about the status of state funding and how the university is working to secure funds beyond the three-year temporary funding increase, which will expire in June 2025. A robust discussion about funding and the need to generate uncommitted funds, not committed to a particular salary line, to backstop positions and fund administration for programs.

Item 6. Program Highlights: Master Gardener Program Fundraising

Program Coordinator Celeste Gambill presented an overview of the greenhouse fundraising campaign and the importance of building a new greenhouse. She noted that in 2023, Master Gardeners provided education and outreach to more than 100,000 Pima County residents. Funding for that program is dependent on having successful plant sales twice a year for revenue generation. Without a functioning greenhouse, plant sales would not be possible, so replacing the greenhouse is the primary focus of fundraising right now. After the meeting, the Advisory Board went on a tour of the greenhouse.

Item 7. Director's Report

Claire Zucker reported that the Round-Up Newsletter continues to have a strong readership with a distribution of over 14,000 and an open rate greater than 45%. She then presented program highlights for all programs to highlight the successes of Fall programming by the unit. Ms. Zucker updated the Board about her presentation to the Pima County Board of Supervisors and briefly showed the presentation to the group. She discussed her work to promote additional funding for the Tucson Village Farm field trip and the Healthy Living Ambassador programs, which she had discussed with the Pima County Health Department Director in October. Ms. Zucker concluded with a summary of upcoming calendar highlights.

Item 8. Meeting Discussion and Future Agenda Items

The Board had an opportunity to provide input on future agenda items. The board supported having staff give the lightning talks again in September. This was a very successful way to learn about all the programs at once. They discussed how the board could help solicit community partners and further Pima Extension's progress. They suggested planning a giving appeal in December and using 4-H and MG lists to solicit donations. These topics will be followed up at future meetings.

Item 9. Adjournment

Jacqueline Bruhn moved to adjourn the meeting. Celia Burkel seconded the motion, and all voted to adjourn at 1:30 pm. Several members of the board attended a greenhouse tour after the meeting.