

**AMC Extension Committee Meeting**  
**MINUTES**  
**7:30 A.M. - December 4, 2006**  
**Rochester, Minnesota**

**PRESENT:** Commissioners Keith Nelson, Lenore Johnson, Tom Anderson, Velma Oakland, Sharon Bring, Stephanie Miranowski, Bob Gustafson, Richard Mattson, Richard Larson, Charles Woehler, John Baerg, Loren Tusa, David Benson, Bruce Kubicek, Marcia Ward, Dennis Hegberg, Victoria Reinhardt, and Nancy Schouweiler

**GUEST Presenters:** Bev Durgan, Jeanne Markell, Aimee Viniard Weideman, David Werner, Lee Raeth, Bruce Schwartau, Tom Klein, Joyce Hoelting, Mary Ann Hennen, Curt Yoakum

There were approximately 10 additional commissioners who observed the meeting.

Commissioner Kubicek, AMC Extension Committee chair called the meeting to order and asked everyone to introduce themselves.

**Extension Community Economics Programming:** Bruce Schwartau, Regional Community Economics Extension Educator presented a program on “Retail Trade Analysis”. He outlined why communities invest in the program and the assistance helps them when analyzing and developing their economic base. The program has been conducted in over 30 Minnesota Counties and there are 10 Extension community economics staff that are available to conduct the program throughout Minnesota.

Bev Durgan, Dean of the University of Minnesota Extension Service asked the group about their opinions on the new *Source* Extension magazine and comments were quite favorable. She stated that there will be three issues a year with the next issue released in late Jan./early Feb. 2007. She showed graphics of the proposed new Extension logo that will be voted on by the Minnesota Board of Regents soon. They are recommending that the word service be dropped from the proposed word mark and there are options for prominently using the “M” in the logo. The AMC Extension Committee gave feedback about the wordmark at the last AMC meeting and the majority of the committee preferred the large M and dropping the word service.

Bev Durgan outlined the Extension budget including income and expenditure breakdowns, analysis of FTE’s within each of the capacity areas and possible budget changes for 2007. This information will be distributed in the future through presentations by RD’s to commissioners and county Extension committees. Bev Durgan introduced Tom Klein, Extension finance director and asked him to give an overview of the process agreed upon last year for the completion of the MOA.

**Memorandum of Agreement Between Counties and the University – MOA:** Tom Klein announced that over the last year many of the counties have preferred quarterly payments on the MOA. There is some desire by counties to explore an extended contract that is longer than one year. One commissioner commented that the group started with a one year contract in 2006 but that should not rule out exploring a multi-year contract in the future. There may be ways to fluctuate the cost and put a cap on the increase. Another commissioner commented that counties have quite a bit of experience negotiating multi-year contracts because they do so frequently with unions. Additional comment was made about the importance of timing because the agreement needed to be in place so it could go to county boards no later than April. The group agreed that it would be helpful to appoint a smaller group of commissioners to meet with Tom Klein prior the next AMC Ext. committee meeting which is scheduled for January 31. The committee will

look at pros and cons of a multiple year contract and report to the committee at the Jan. meeting. Committee members include: Commissioners Victoria Reinhardt, Richard Larson, Stephanie Miranowski, Loren Tusa, and Marcia Ward. Extension staff includes Tom Klein and David Werner. They will try to do the meeting by conference call. The AMC Extension committee could choose to vote on the agreement at the Jan. meeting or the March meeting.

**U Connect - Civic Engagement:** Commissioner Kubicek asked Joyce Hoelting, Mary Ann Hennen and Curt Yoakum to explain the Extension U Connect program. Many of the commissioners knew Curt Yoakum because he served as a policy analyst at AMC and he is currently working as a grad assistant for Extension while working on a Masters at the University of Minnesota Humphrey Institute. Curt shared possible situations where commissioners and county employees may be able to use the U Connect civic engagement resources. Joyce Hoelting and Mary Ann Hennen, Extension community vitality program leaders, outlined several prior success cases they were involved in while piloting the U connect program. These included a soil and water effort that resulted in increased federal funding and several planning processes with Minnesota communities that were used to inform comp. planning and other community efforts. Extension is focused on three delivery methods for U Connect including:

1. Conducting training in public participation process;.
  2. Consultation assistance on how to design a public participation process; and
  3. Assistance with facilitation or coaching on how to facilitate group process situations.
- The group will do another report to the AMC Extension committee in January to announce how they will be introducing the curriculum in Minnesota.

**Sept. 2006 Meeting Minutes Review:** Commissioner Larson moved to approve the minutes from the Sept. 2006 AMC Extension committee meeting and Commissioner Gustafson seconded the motion. Motion carried.

**Extension Booth:** Commissioner Kubicek asked Toni Smith to talk more about the Extension booth in the exhibit hall. She encouraged committee members to stop at the booth later during the day because there will be 4-Hers there with 4-H projects that include live corn snakes. Extension regional directors, director of field operations and Toni will be working in the booth to answer Extension questions throughout the conference.

**Committee Elections:** Commissioner Kubicek announced to the group that he would not be running for chair of the AMC Extension Committee in 2007 and he encouraged the group to think about who they might want to nominate for the position. Elections will be held at the January 31, 2007 meeting.

Commissioner Schouweiler moved to adjourn the meeting and Commissioner Johnson seconded the motion. Motion carried and meeting was adjourned at 9:25 a.m.

Minutes by Toni Smith,  
Extension Liaison to AMC