

# Florence County Extension Advisory Council Meeting

February 22, 2007

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Jody Martin (Lead Extension Coordinator) - Welcome & Thank you for attending.

Introduction of Advisory Council member and employees.

Attendees:

Sally Haynes	X	Joe Pressley	X	Bunchie Roberts	X
Barbara Matthews	X	Griff Henry	X	Roy Graham	X
MD Floyd	X	Carey Middleton	X	Tom Kemp	X
Gwen Dixon	X	Bob Jones	X	Barry Berg	X
Dina Berg	X	Anna Fulton	X	Michael Cox	X
Tina Young		Frank Slemmer		Edler George McKnight	
Muriel McKnight		Tammy Durant		Beverly Fulmore	
Lillie Joe		Teresa Cussac		Mary Douglas	
Javonna Muldrow		Evette Bradley		Tommy Taylor	
Mark Hancock		Jeff Ward		Charlie Caldwell	
Matthew Anderson		Marty Coates		Ed Young	
Mitchell Kirby		Maxine Quillen			

## Ex-Officio Members/Guest Attending

Debra Clowney-Parnell, Lee Van Vlake, Leatha Eagleton, Tony Melton, Myrtis Cusack, Jody Martin, Jesse Adams, Pam Barnhill, Tomika Orghon

Feed back from the public is a very important key in the advisory council.

Tom Kemp

-Carolina Eastern

-International Chair of CAA

-Serves on the State Advisory Council

Briefly review the purpose and guidelines of The County Extension Advisory Council.

Job Description - Chairperson, Vice-Chairperson

- Committees
- 1) Research & Program Development
  - 2) Marketing & Public Relations
  - 3) Legislative

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Elected a Chairperson – Sally Haynes, Vice-Chairperson – Barbara Matthews

Each committee will break out into their own group to discuss the needs of their committee. Remember the staff is there to support and listen. No one from the county office is to be the leader.

## **Research & Program Development**

Chair – Joe Pressley, Recorder – Griff Henry

Members – Roy Graham, Joe Pressley, Bunchie Roberts, Barbara Matthews,  
Sally Haynes, Griff Henry

Extension Coordinator – Tony Melton

- Goal:
- Ask people how Clemson Extension can help and bring back to next meeting.
  - How to better utilize energy.
  - Develop procedures for sharing information within the committees.
  - Committee will need to meet at least quarterly @ 6:30 on Thursday evenings.  
Target date for next meeting is May 3 at Florence County Extension office.
  - Committee needs training on overall Clemson Extension Services. Start with existing information packet to committee members.
  - Can Clemson Ext. Service respond to food emergencies such as recent peanut butter issues? Get this information to the elderly and others.
  - Need to let community know what Clemson Extension can do.

## **Marketing and Public Relations**

Chair – MD Floyd, Recorder – Carey Middleton

Members – Carey Middleton, Tom Kemp, MD Floyd, Gwen Dixon

Extension Coordinator – Debra Clowney-Parnell

Next meeting April 3<sup>rd</sup>, Thursday night at 6:30 pm at Clemson Ext. office.

- Goal: How can Clemson Extension improve on public awareness?
- Need more time spent on farm with farmers, we understand the budget cuts have made this very difficult.
  - Agents to develop or point farmers, nursery, horticulture or recreational farmers to web sites or provide information on obtaining grants from USDA.
  - Hobby farmers growing in numbers. Need to develop niche crops and markets for these weekend farmers with the help of local dealers, Farm Credit etc.
  - Rural home owners are growing at alarming rate. We need to educate the no-ag public about the benefits of SC Agriculture.
  - We need a niche crop to replace tobacco.
  - Food, fiber and fuel demands are increasing. Higher commodity prices mean higher food prices at the grocery store.

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## Marketing and Public Relations (cont)

- 4-H program needs to be improved, staff, money, grants, business partnering in community and advertising from Clemson University to promote the 4-H program.
- Encourage “NEW” farmers to farm. When a young farmer leaves the farm he or she hardly ever returns to farm. The family tradition is lost.
- Kids need a 4-H or similar group to develop the value system and not get involved in violence.
- “An idol mind is the devil’s workshop”
- Parents need to be involved in the partnering with ag or similar education in school.
- District school officials need to be involved in developing the 4-H program.
- FFA, Ag in the classroom, 4-H and Clemson Young Farmer Program need to work together to develop public awareness.
- Develop a localized SC brand market for SC grow crops...similar program being developed by USDA. Clemson need to be involved. The name Clemson is recognized state wide.
- Use the Chamber of Commerce to notify new comers to the area of the services Clemson Extension offers.
- Develop e-mail database to electronically notify users of services that are offered by Extension Service or updates.
- Advertise through local realtors to reach the homeowners.
- Partner with the hospital system to develop programs that their client base would be interested in. They have money to develop communities.
- Quarterly newsletters with what’s going on with Clemson Extension....can be multiple counties or state wide.

## Legislative

Chair – Bob Jones, Recorder – Barry Berg  
Members – Anna Fulton, Bob Jones, Barry Berg, Dina Berg  
Extension Coordinator – Lee Van Vlake

- Goal:
- Need to be more involved with county & state officials. Talk to senators & legislators about speaking @ 4-H or Ag programs.
  - Identify what we need: programs/people so we know what to work for.
  - Look for sponsors to get involved.
  - Pamlico need an FFA teacher – they do not have one!!
  - We need to meet more than twice if we want to accomplish anything. At least once a month.
  - We need sponsorships – especially for fair.

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Closing Remarks:

Chairperson Sally Haynes - "I'm excited and pleased with the ideas I've heard on these reports. Lets go out and make a difference in our community."

Meet, record the minutes and get a copy to Jody Martin. This way we can kept everyone inform on what is going on.

Please sign up on the sign-in sheets and if you have an e-mail address, be sure you write it down. If you do know have an e-mail address, please let Jody know. E-mailing will make it easier to get information out to everyone. Communication is a big key to this process.

Notify Sally Haynes when your committee meets and she will try to attend.

We will try to meet twice a year with the Florence County Extension Advisory Council. It has been recommended we meet in January and July. Is this time of day okay with everyone?

Thank you all and travel safe.