



Georgetown County Extension
 Advisory Committee Minutes
 March 18, 2009

ATTENDANCE:

Ag/Hort

Chad Burrows
 Lonnie Creel
 Martin Owens
 Linda Ransom

4-H/Youth Development

Sheryl Logan
 Shelia Sullivan

Clemson Extension

Sherry Davis-Livingston
 Susan Hastings
 Ben Powell
 Beth Stedman
 Lee VanVlake
 Steve Whitley

Community Development

Sarah Luadzers

The Georgetown County Extension County Advisory Committee meeting was held on Wednesday, March 18, 2008 at the Kimbel Center, Hobcaw Barony. Beth Stedman, Community Development Agent, called the meeting to order at 6:05 P.M. She welcomed the Advisory Committee members and introduced the Clemson Extension Staff. The group then enjoyed a chicken dinner catered by Land's End Restaurant.

Beth reconvened the meeting at 6:35 PM. She reviewed the duties of local County and Program Advisory Committees and the purpose for this meeting.

Cathy Smith, State Extension Advisory Council member from Georgetown County, gave a short review of the State Advisory meeting held in February. A lot of her discussion centered around the budget reductions for this year and next. She also discussed an email from Jesse Eargle on March 12 on the budget passed by the House.

Sherry Davis-Livingston, 4-H/Youth Development Agent, gave a County Advisory Update and reviewed the State and County Budgets with a timeline of the budget reductions. Sherry had an Advocacy Sheet and asked if any of the members of the Advisory Committee would be interested in helping talk with our legislators at Grasstops, Grassroots, or County Council level.

Sherry then gave a review of the 4-H/Youth Development program in the State, Pee Dee Region and Georgetown County. This year the focus of the county programs has been in the school enrichment areas. She has also been working with after school programs. Some community outreach programs are also being conducted. A lot of 4-H State programs are geared to Regional events this year. There will be a 4-H Presentation program for the region coming up soon. Sherry had a copy of the 4-H 2008-2009 Annual Report available for the members of the committee. The Annual Report was presented from March 2008-March 2009 for 4-H Project Areas (reviewed during the 4-H group session). 4-H has implemented a Strategic Plan for 5 years that is already effective Statewide.

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Public Service Activities

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Beth Stedman, Community Development Agent, reviewed her programs in Georgetown County. She is paid by Marion County for one-half of her time and the rest by Clemson for work in Georgetown County. She has been partnering with the Georgetown County Economic Development Council, the Georgetown County Chamber of Commerce, the City of Georgetown, and Horry-Georgetown Tech on various programs in Georgetown. Some of the programs in Georgetown County this year included FastTrac which was a 10 week small business development class. Beth is also working with the City of Georgetown on a Charrette program. Another program is a women's leadership lunch series with speakers that included Henry McMasters Attorney General on Domestic Violence, and others. She also worked with ETV on a forum with former First Ladies of South Carolina at the Governor's mansion. This will be presented on ETV on the Big Picture. With the Chamber she is working on a "George Goes Green" program which is an environmental awareness program on April 18 at East Bay Park. Plans are in place for Clemson to do the program part of the Chamber's Leadership program.

Steve Whitley, SC Palmetto Youth Leadership Agent, explained the new pilot program that is in place in Charleston and Georgetown County. He works with approximately 115-120 middle school students in the 7th and 8th grades. He has also worked with Tara Hall and with the YMCA. He stated that he is working on getting grant money to help fund this program for the future. The plan is to expand the program through the high school by getting students involved in the community.

Lee Van Vlake, Pee Dee Area Livestock Agent explained that he works out of Florence County but covers Georgetown as well as other counties in the area. He has done trainings on livestock and forages. He usually tries to set up these meeting in a central location that people from different counties can attend. He sends out a Quarterly Livestock newsletter and if anyone was interested in getting it to let the Administration Assistant in Georgetown know. He has worked with the 4-H agents on 4-H livestock programs and has State responsibility on beef cattle.

Ben Powell, Area Natural Resources Agent is responsible for Horry and Georgetown Counties. He deals with the Carolina Clear program and does a lot of work on water quality issues. He has taken over some of Jack Whetstone's work with irrigation and livestock ponds. He works with general storm water education and has targeted work at schools educating students on environmental issues. He has run fishing days and other programs related to water. He is working with the 4-H Agent on the first 4H2O Pontoon Camp in our area which will be held in July. Plans are to have a variety of water related activities for the campers. As well as working on water issues, Ben also works on forestry, biofuels, and entomology. He plans to have a Master Naturalist program which is similar to the Master Gardener program. He has statewide responsibility for large landowners in homestead infrastructure.

The Program Advisory Committee broke up into three committee groups: 4-H and Youth Development lead by Sherry Davis-Livingston, Community Development lead by Beth Stedman and Agronomy and Horticulture lead by Lee VanVlake to discuss two questions.

1. What innovative ways can be used to generate more revenue?
2. What can we do to market the Extension in the community?

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Sherry Davis-Livingston brought the groups back together and each group presented a short report on the two questions

1. *What innovative ways can be use to generate more revenue?*

Ag/Hort suggestions:

- If you present worthwhile, useful programs, people will pay
- Charge fee for “hobby” yard visits vs. “living” visits (homeowners vs. farm visits)
- Combine programs with others

4-H/Youth Development suggestions:

- Beauty & Health Workshop – target group - middle school/high school ages
- Fishing Rodeo for Fall 2009
- Mini 4-H Day Camps (2-3 days) through the Parks & Recreation County facilities
- 4-H H2O Camp

CD suggestions:

- Fee based Programs
- Special event fundraiser

2. *What can we do to market the Extension in the community?*

Ag/Hort suggestions:

- Articles in newspapers
- TV appearances
- Programs for Homeowners on taking care of Yard in bad economic times
- Local people like farmers know about extension, need to get word out to newer residents about available programs

4-H/Youth Development suggestions:

- Do a display in the County Libraries
- Find out schedules from other county agencies for possible carpooling
- Newsletter if possible
- Collaborative publicize through other agencies if possible

CD suggestions:

- Use Networking Social Programs such as Face book
- Face to face meetings with leaders in community
- Tap into Clemson Alumni in area

The meeting was adjourned at 8:10 P.M. by Sherry Davis-Livingston

Respectfully submitted,

Susan Hastings, Adm. Asst.