

**WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT
COUNCIL MEETING MINUTES**

2/9/10

Meeting held at the Department of Agriculture, Trade & Consumer Protection Building
2811 Agriculture Drive, Madison, WI 53708

Attendees:

Dan Clancy, Darlene Arneson, Mike Moore, Jeff Hicken, Jack Ourada, Mark MacPhail, Paul Dietmann, John Petty, Dave Shonkwiler, Mike Compton, Irv Possin, John Dupuis.

Attending by phone: Paul Larson, Karen Knox and for a portion of the meeting, Al Herrman & Bridgett Neu.

10:03 A.M. The Council meeting was called to order by Mark MacPhail, Chair. Mark reviewed/presented the following:

- Approved 10/29/09 Council Minutes.
- Introduced New Council Members, David Shonkwiler & Mike Moore representing Al Herrman. Mark also announced that Doug Wilson was added to the Executive Committee and will serve as Vice-Chair. Jack Ourada was introduced as the new Executive Director of the Council.
- Council Member Terms expiring 7/1/10 include Darlene Arneson, Cal Dalton, Al Herrman and Gerry Mich. Each member with an expiring term should let Jack know if they are interested in reappointment. Private Industry appointments to be determined include Natural Resources Related Business Rep., Animal Ag Business Related Rep. and Board Rep. from DATCP Board. A new Council Membership chart was handed out.
- Reviewed the Expectations of Council Members.
- Verbally reviewed the Executive Committee Minutes 1/11/10.
- Discussed the Council Meeting Schedule for 2010. The next meeting is scheduled for 4/15/10. A meeting is also scheduled to occur during the Ag Teachers Conference on 6/28/10

Al Herrman & Bridgett Neu joined the meeting by conference call.

10:45 A.M. Paul Dietmann provided a status report on the Council. His comments included the following:

- Reviewed the Council financial status. The original contract with DATCP established a quarterly payment of \$25,000. Currently the Council is \$40,000 behind. The Secretary of Ag has agreed to hold off on collecting the unpaid portion of the Council contract. For the time period Jan-June, the overhead expenses for the Executive Director's position and support will be waived.
- The WIRED Initiative Ag Sector team offered the Council a grant of \$25,000 from the Workforce Development Board of SCSW. This grant will fund the LTE Executive Director position filled by Jack Ourada.

- Reviewed the DATCP Fund Raising Position in regard to the Council. The Executive director position is not expected to participate in fundraising for the 1st 6 months.
- Bridgett Neu provided the WAE Foundation Fund Raising & Financial Report. The foundation has about \$8,000 in funds and owes DATCP as outlined above. Al Herrman reported that the WAE Foundation will need to move forward on additional funding for the Council. He suggested that the Foundation will need to set a meeting to set up the next steps.
- John Petty proposed the idea of “Ag Tags”, an Agriculture themed specialty license plate as a way to support WI Agriculture and provide some funding to the Council. John reviewed the pros and cons of this type of initiative. Discussion followed including the cost of developing the plates and possible revenue generation. This is an Action that the Council should pursue. See the Action Plan for “Ag Tags”.

Al Herrman and Bridgett Neu left the meeting.

11:35 A.M. Executive Director Report-Jack Ourada

- Jack Ourada provided a Council Update. He handed out a report that included a brief summary of his experience and resume. Jack also included information on his orientation and upcoming schedule.
- Jack handed out a summary to review his Job Description and Job Expectations.

11:55 A.M. The meeting was recessed for Lunch. Lunch was provided compliments of McCain Foods, Mark MacPhail.

12:40 P.M. Paul Dietmann introduced the Collaboration with the Workforce Development Board of SCSW, WI and the Council. He introduced our meeting guests: Pat Schramm, Executive Director/CEO & Marla Gamoran, SC Regional Representative on the Workforce Development Board of South Central WI.

Pat & Marla reviewed a power point presentation on Workforce Development Initiatives in Agriculture. They reviewed the WIRED Agriculture Sector Team, identified On-Farm Training Needs and Funded Projects. Pat summarized the Expectations of the Contract with the Council and reviewed next steps. A copy of their complete power point is available on the Council website under Projects/Initiatives tab: <http://wiaglink.org>

Pat and Marla left the meeting.

1:50 P.M. Jack Ourada introduced the topic of 2010 Council Priorities/Action Plans. He handed out the Council Direction including the Vision, Mission and Objectives. Through the use of a power point presentation he requested the Council Members to Focus on the following priorities:

- Meeting Expectations of Workforce Development of SC, WI
- WhyAg.com Initiative
- Support Agriculture Education

- Ag Employer Needs/Sustaining an Ag Workforce.

Mark MacPhail led the Council in a discussion of Priorities/Action Plans. After extensive discussion, including suggested ideas, the following Action Plans were identified as priorities:

- Workforce Development Initiatives for Agriculture (Meeting the expectation of the Contract w/WFD Board of SCSW WI)
- WHYAG.COM (Develop a website as a core portal to encourage the workforce to consider WI agricultural jobs)
- AG TAG (Agriculture themed specialty plate)
- Support Agriculture Education (Building interest of young people in Agriculture by supporting education)

Subsequent to the meeting, Action Plans were developed for each priority using ideas discussed at the meeting, help of Plan Champions and other resources. Please see the individual action plans for more details.

2:35 P.M. Mark MacPhail adjourned the meeting. The next Council Meeting is scheduled for 4/15/10 in the DATCP Board Room.

Respectfully submitted,

John Dupuis & Jack Ourada