

**PACD Education and Outreach Committee
Conference Call
October 5, 2011**

Welcome and Roll Call

Laura Anderson called the conference call to order at 10:00 AM. It was determined that a quorum was not present.

Committee Members in Attendance: Laura Anderson, chair, Wyoming; Seleen Shives, Fulton; Beth Futrick Blair; Chris Thompson, York; Michele Ulmer, Pike.

Others in Attendance: Cheryl Nolan, Lackawanna; Shane Kleiner, DEP; Brenda Shambaugh, PACD.

Minutes of the Previous Meeting (July 19, 2010)

The minutes of the previous meeting were provided to committee members for review.

Farm Show

A lengthy discussion took place concerning the PACD booth at the farm show event, January 7-14, 2012. The Committee is pleased to be coordinating the Farm Show activities, and recognized the need to recruit volunteers to greet folks as they visit the booth. According to Farm Show guidelines, someone must be working/volunteering at the booth from 9 AM until at least 5 PM, although the show is open until 9 PM and it is suggested to have someone there until closing. PACD and the committee will be contacting all district managers and directors, and watershed specialists to recruit volunteers. It was also suggested to solicit volunteers through the front page and the monthly report. Set up and tear down is also a concern. Shane expressed a willingness to help set up, but we will need someone to help tear down.

In 2009 wildflower packets were given out to those visitors who actually came into the booth to talk about conservation district activities. Chris Thompson is going to check with the vendor who supplied the packets last time to determine the costs and availability of packets for this year. After costs are determined, the committee will provide the estimates to Robert Maiden and the PACD Executive Board for their consideration. The Committee suggested placing labels on the packets which would include the link for local conservation district contact information.

Facebook as an Outreach Tool

The Committee is encouraging all conservation districts to utilize facebook as an outreach tool and consider developing and maintaining a facebook page. The Committee also suggests PACD consider developing a fact sheet on the value of a facebook page and some tips on developing and maintaining a page.

Reappointments

Everyone attending the meeting whose terms will end in December 2011 requests a reappointment by the Executive Board.

Conservation District Testimonies

It was reported that several conservation districts have developed testimonials for their elected leaders, showcasing conservation district activities. These testimonies are being hand delivered to legislative offices in the capitol. Additionally, the "Highlights of Conservation Districts" Pages are being redistributed to House and Senate members as an education tool. Committee members suggest conservation districts coordinate local outreach efforts with partners and nominating organizations emphasizing the important roles these organizations have with conservation district programs.

Cannon Event

A discussion took place concerning the possibility of a Pennsylvania Hospitality event during the Cannon Envirothon next year. Committee members suggested making the event educational to include promotion of conservation districts and the history of the program. Committee members thought old pictures of past Envirothons would provide a historical perspective for the event. The Committee also thought PA food processors could be contacted for food donations. Several committee members including Chris Thompson, Laura Anderson, and Shane Kleiner said they are willing to help coordinate these efforts with the PACD Executive Board.

Next Conference Call

The next conference call will be December 15, 2011 at 10:00 AM.

Adjournment

The meeting was adjourned at 11:30 AM.