

**PACD Education and Outreach Committee Meeting
Ramada Conference Center, State College, PA
Tuesday, January 24, 2017 | 11:15am-12:15pm**

MINUTES

Interim Committee Chairperson: Cathy Yeakel, Bradford County Conservation District Manager

Welcome and Introductions (Cathy Yeakel)

Interim chairperson Cathy Yeakel welcomed new members: Kelly Stagen, Director, Pike County Conservation District; Jody Groshek, Communications Director, McKean County Conservation District; and Tricia McIntire, Watershed Specialist, Clarion County Conservation District.

Committee members in attendance: Kelly Stagen, Ben Vaupel, Ted Veresink, Trudy Alexander, Jessie Albright, Jody Groshek, Tricia McIntire, Cathy Yeakel

Guests in attendance: Sandy Thompson, Larry Butler, Steve Putt, Jason Childs, Adam Schellhammer, Sharon Pletchan, Luke Vanasdalan, Sonia Wasco, Jenna Fehr, Lynn Sick, Jeff Werner, Joe Dietrick, Shane Kleiner, Shannon Wehinger (notetaker)

The meeting was called to order at 11:15am. It was determined a quorum was present.

Approval of July 2016 minutes

The minutes of the previous meeting on July 27, 2016 were provided to members for review.

It was moved by Ted Veresink and seconded by Trudy Alexander to approve the minutes of the previous meeting on July 27, 2016. Motion carried.

Shared Photo Database Demonstration (Jessie Albright)

Jessie provided a demonstration of Flickr and Google Photos as free options to host a photo library for conservation district staff to use. Photos are hard to come by because our subject matter is specific. Also, getting permissions is difficult. Jessie looked at searchable options that are low cost or free.

After the demonstration, it was decided to move forward with Flickr. Kelly, Jessie, Jody, and Shannon will form a sub-committee to develop a photo policy and decide who will be the “gatekeeper.”

Ideas were discussed for encouraging use of the photo archive.

Marketing Conservation District Educational Programs Discussion (Jody Groshek)

Discussion was held about how districts can stand out from other organizations offering similar



programs. It was suggested that districts look for opportunities to send one person to speak at an event rather than run their own. This serves as a bridge to start working with other organizations and start collaborating for future events. Another idea was to contact a local speakers' bureau for service organizations (Lions Club, etc.). This gets the districts out in the community. For teachers, Clarion has a transportation budget for teachers who want a field trip but can't afford transportation.

Some districts are doing "paint and sip" events. During these events the district staff speak in the beginning and then participants paint a landscape. Pike County is holding a student art show in the district office. They are doing simple ribbons and certificates. Districts can also do photos. It gets the parents involved and interested.

Forming Outreach Partnerships (Jody Groshek)

This discussion was tabled until the July meeting due to lack of time to dedicate to the subject.

New Business

Shannon Wehinger reported that the conservation district booth at the Farm Show had direct contact with 546 visitors from 61 counties. The PA State Association of Township Supervisors Convention is in Hershey from April 23-25 and staff are needed at that booth. Contact PACD to volunteer.

Adjourn

It was moved by Kelly Stagen and seconded by Tricia McIntire to adjourn the meeting. Motion carried.

The meeting was adjourned at 12:03pm.

