



**FFA Adult Board of Directors
Agenda
February 17, 2022
[Zoom Link Adult Board Meeting 2-17-22](#)**

Call to Order: Kristann Mattes

1. Roll Call – Rodriguez (Action)

Present: Mattes, Rocca, Rodriguez, Meredith, Cummings, Mendes, Debarnardi, Noga, Vasques, Brown, Vanbavel, Donovan, Bretz, Parker, Patton.

Absent: Hively, Williams, Ray, Moffatt, Marbeto

2. Consent Agenda Items – Mattes

a. Approval of January Adult Board Minutes (Action)

Motion: Meredith

Second: Bretz

Vote: Passed

3. FFA Adult Board Amendment.

Parker shared the amendment to the by-laws in regards to the FFA Adult Board. Proposed changes were shared out by Mr. Patton.

Motion: Vasquez moved to recommend a do pass in accepting the amendment

Second: Noga

No Discussion

Vote: Passed voice vote

4. 2022 State FFA Convention Update - Patton (Report) a. Budget

b. Registration

Students – 4,189

Advisor – 670

School Guests – 132

Single Day Passes – 164

Patton: Updated numbers as of today 5184 participants registered. This is 800 short of the 6000

budgeted for.

10 of the 12 hotels have released FFA from the attrition clause. Mosaic is working the other to do so as well.

33 chapters are still left to register.

Patton: Feels good about our current position, we had feared the worst due to covid. A positive financially is that the AV costs are under budget allowing those funds to be redirected if necessary.

Questions:

Meredith: asked how accurate the numbers were.

Patton: as of today and did not include the 1 day passes. Patton also shared there were 2000 food vouchers purchased as well.

Noga: Asked how the 800 participant deficit would impact the budget?

Patton: shared that there were also other revenue streams that could be used to make up deficits. These included rebates from hotels, and visit Sacramento.

Parker: Discussed bussing and gathering survey information from advisors on bussing needs. Sacramento has \$45,000 that could be used on busing or redirected if needed. The discussion will happen between state staff in the next week to finalize bussing needs.

Bretz: Concerned with the lack of drop off zones at the convention center, Parker shared that park and ride are being planned out. Possibly from the Raliegh field parking lot.

Vanbavel: Asked if survey results were useful on this decision

Parker: Shared there results were not very helpful "mish, mash" of concerns that really did not provide a direction.

Debarnardi: Asked if the Boswell donation had been used up or were there still some funds to use elsewhere if needed.

Patton: share that \$25 registrant was covered by the Boswell donation, there were still funds available to cover costs of student-centered activities if needed.

5. Request for MFE/ALA reimbursement requests (Action) a. ~~Fillmore High School~~

b. Pacheco High School

c. Round Valley High School

Motion: Vasquez moved to reimburse

Second: Meredith

Discussion: no

Vote: Passed

d. Dixon High School

e. Big Valley

f. Foothill High School

Motion: Vasquez moved to reimburse

Second: Noga

Discussion: none

Vote: Passed

g. ~~Patterson High School~~

- h. Pioneer High School
- i. Palo Verde High School

No motion

J. Rancho Cordova

Motion: Rodriguez

Second: Cummings

Vote: passed

5. CalAgPlate Marketing Campaign (Action) CalAgPlate promotion

Budgeted=\$25,000

Actual expenditure=\$1,613.65

Remaining balance = \$23,386.35

Patton shared the FFA Foundations marketing campaign “ Put FFA on your Plate”

Foundation is working with a marketing company to develop different tiers of advertising

Tier 1: 6 months, \$36,000 funding cost.

Tier 2: 12 months, \$72,000 funding costs.

The campaign will focus on markets that we have not focused on using social media as the main driver.

Goal is selling 15,000 plates.

Questions:

Donovan: Wanted to know which markets were identified

Patton: Marketing company has developed 3 potential profiles of consumers that would be interested. ROI can be measured immediately in the number of plates sold per month.

Patton: Will know more after the foundation meets in terms of what kind of financial input they are asking of the association.

Meredith: inquired about the possible percent split wanted by the foundation.

Patton: Shared that the foundation has helped the association financially and we should look at how we could contribute as the association will be the beneficiary of plate sales

Patton: Shared that it is a 6-month commitment, we could opt out if we see that sales are not going our way.

Noga: Asked about the possible out in three months if sales are not happening

Patton/ Meredith: Discussed a need to try something new we have been trying to sell and give away plates for a while.

Mattes: Shared that the FFA foundation purchased the plates needed in the past for giveaways in order to meet the 7,500 needed to get them out there.

Rodriguez: Shared that we have tried other ways that end up back to square one as a responsibility of the teacher to make it happen and we should try this out.

Motion: Meredith moved to provide up to \$20,000 to the foundation for the campaign

Second: Rodriguez

Discussion: Mattes asked if any questions needed to be addressed at the upcoming foundation meeting.

1. When is the busiest time for renewals of license plates and can the campaign run during that time?

2. If we do not see any significant sales in three months can we opt-out?
3. What is the financial contribution the Foundation is seeking from the Association?

Vote: Passed

6. Next scheduled Meeting – Mattes (Action) Patton will set a meeting if the budget financials for the convention need to be updated.

7. Adjournment – Mattes (Action)