

**Cross-Commodity Leadership Support Project  
Extension Committee Meeting  
November 2, 2023, at 10:30 am via Teams**

**MEETING NOTES**

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**Attendees:**

Melissa Tesche, Okanagan Sterile Insect Release Program (CHAIR)  
 Kellie Garcia, Cross-Commodity Leadership Support Project  
 Naomi DeLury, Agriculture and Agri-Food Canada  
 Evan Esch, Okanagan Sterile Insect Release Program  
 Gail Nelson, BC Fruit Growers' Association  
 Lindsay Hainstock, BC Ministry of Agriculture and Food  
 Katelyn Hengel, BC Ministry of Agriculture and Food  
 Kate Durisek, BC Wine Grape Council  
 Nick Ibuki, Summerland Varieties Corp  
 Sera Lean, Growers Supply Co.  
 Ruth King, Sustainable Winegrowing BC  
 Taylor Older, Pearl Agricultural Consulting

**Regrets:**

Beth Cavers, BC Cherry Association  
 Sara Sweazey, Growers Supply Co.  
 Chris Zabek, BC Ministry of Agriculture and Food

*Note: Shelby Austin was hired as the Administration and Communications Manager for the CCLSP on November 8, 2023 and her name is listed beside a couple of actions in the table below.*

<b>Topics</b>	<b>Meeting Notes</b>
1. Introductions	Committee members introduced themselves and explained their connection to agricultural extension.
2. Review and discuss committee membership	Four names were brought forward as potential additions to the committee: Galen Barnhardt (Monte Creek Winery), Lewys Bevan (?), Lisa Wambold (TerraLink), Jesse MacDonald (AAFC). <b>ACTION:</b> Kellie will facilitate further discussion with committee members via email and then will reach out to whomever the committee decides should be added.
3. Review and revise Terms of Reference and discuss issues and opportunities for the committee	The Committee commented on the draft Terms of Reference prepared by Kellie and Melissa. Comments included: <ul style="list-style-type: none"> <li>• Need to define our scope better and identify what sets us apart from other extension groups. What is our value proposition?</li> <li>• One of our purposes should be to “be in the know” of what other groups are doing related to extension – help to keep them aligned and coordinated. Keep groups from stepping on each others toes or reinventing the wheel.</li> <li>• A forum for stimulating our creative processes and supporting each other.</li> </ul>

	<ul style="list-style-type: none"> <li>• We can also help to provide cohesive and complementary “cross-commodity” messaging in times of need (e.g., during an extreme weather event).</li> <li>• Organize an annual practitioners’ conference.</li> <li>• Build and maintain a common extension calendar (pull from partners).</li> <li>• Be the keepers and updaters of the sector extension road maps.</li> <li>• Provide advice on how to spend extension funds. Prepare collaborative grant applications.</li> </ul> <p>The Committee agreed that Melissa will remain Chair of the committee for now. The TOR will outline a process for electing the Chair and Vice-Chair and for length of terms.</p> <p><b>ACTION:</b> Kellie will work with Melissa to update the TOR and recirculate for final review and approval via email.</p> <p><b>ACTION:</b> Shelby will start working on a common extension calendar.</p>
<p>4. Planning of Practitioners’ Conference</p>	<p>The Committee discussed a date, location, format, program topics, and speakers for a 2024 extension practitioners’ conference.</p> <p><u>Location:</u> Penticton Lakeside  <u>Format:</u> Wednesday night social, Thursday all day, Friday morning  <u>Possible dates:</u> Feb 28 – Mar 1 or Mar 6 – 8</p> <p><u>Possible topics/speakers:</u></p> <ul style="list-style-type: none"> <li>• Professional Governance Act and Duty to Report (BCIA)</li> <li>• IAF policy and programs</li> <li>• Resource support programs – what do we need and what is available?</li> <li>• AAFC strategic plan – currently being prepared and will guide the funding for the next 10 years.</li> <li>• Speaker like the one that spoke about her experiences in Africa at the 2023 conference would be well-received.</li> <li>• Retrospective on what growers have said, summarize what came out of the 2023 conference.</li> <li>• Steven Roche – ACER Consulting</li> <li>• Podcasting (session by Jordan was enjoyed)</li> <li>• Potential application and use of AI</li> <li>• Search Engine Optimization - Alacrity Academy</li> </ul> <p>Workshops –</p> <ul style="list-style-type: none"> <li>• Develop and or update the road maps</li> <li>• How to create, disseminate and analyze surveys</li> <li>• Truth and Reconciliation (note: Young Agrarians are moving some programs forward)</li> </ul> <p><b>ACTION:</b> Shelby will check into availability of Lakeside Resort and then petition the Committee for decision on the date via email. Once date is confirmed, Shelby will book the venue.</p>

	<b>ACTION:</b> Kellie, Shelby and Melissa will start drafting an agenda for the conference and reaching out to possible speakers.
5. Set date for next meeting and adjourn	Next meeting will be held on November 30, 10:30-12:00 via Teams. <b>ACTION:</b> Shelby will send out a calendar invite for the next meeting.