

## MCCC Board of Directors Meeting – Friday September 9, 2016 – 2:00pm EDT / 1:00pm CDT

Dean Baas, Tom Kaspar, Andy Lenssen, Eileen Kladviko, Nathan Johanning, DeAnn Presley, Scott Wells, Charles Ellis, Jim Hoorman, David Clay, Barry Fisher, Ryan Stockwell, and Anna Morrow

Anna began by introducing herself.

Jim Hoorman updated the group on his new position with NRCS Soil Health Division. His new email is [James.Hoorman@oh.usda.gov](mailto:James.Hoorman@oh.usda.gov).

Website – this is our priority project. Still a work in progress and needs the logo and appropriate banner.

- The website is mobile responsive, which was the priority of this project.
- The group did a quick review of state and species pages for the new website.
- Ryan made a few suggestions of ways to make the information on the site friendlier to new cover crop users. The Board agreed that initial information needs to be easy to digest with the option of getting into deeper content.
- Specific suggestions
  - On species pages, give a brief explanation of types of grasses, how they're useful, etc
  - Include links to more information in the initial paragraph, maybe a "read more" button
  - On State pages, make it clear you can contact MCCC rep with questions
  - Have an introduction to the state, such as "the most popular cover crop is..."
  - Offer contact information for local Extension, NRCS, and SWCD
- Please send any suggestions and updated publications to Anna.

### Decision Tool

- KS has been added to the decision tool and MO is in the process.
- Decision tool is not mobile friendly. Possibility of making it mobile friendly in the future.
- IN is in the process of updating info, OH is next. Other States will follow chronological order.
- Seeding tool will be added for IN. We will need more input once the tool is online and as we integrate it into the decision tool. This is being funded by NRCS.

### Pocket Field Guide App

- An app. developer will be converting the content of the 2<sup>nd</sup> edition field guide into a phone app.
- We will be working with Dr. Corey Gerber at Purdue to initiate the process. He has already converted the Purdue Corn and Soybean Guide into two apps.
- We hope to begin the process in November.
- The working group will help find links to expand the content in the guide.
- They will also help to convert information into a digitally friendly format (such as PLS calculator).

- This is not a 3rd edition or an iPad app.
- Charles Ellis, Jim Hoorman, Nathan Johanning, and DeAnn Presley volunteered for the working group.

#### 2017 MCCC Annual Meeting - Dean

- March 14-15 at the Crowne Plaza Hotel in Grand Rapids MI
- We are able to accommodate up to 350 participants.
- There will be three tracks (field crops, vegetable crops, and forages / grazing). The planning committee would like to feature farmer – researcher/specialist pairs for each presentation.
- It would be great to have speakers from outside MI. Please send speaker suggestions to Anna.
- There will be sponsorship opportunities with tiered options.
- Anna will send another “save the date” email to the listserve with more information.
- There was discussion about grad student registration rates and travel scholarships. The consensus was a reduced rate for students will be the most simple and beneficial for everyone.
- There was discussion about poster displays and a poster competition. Most seem to agree that posters are good to have, but a competition adds additional time commitment.

Date for next directors meeting – Anna will send a doodle poll for the weeks of Nov 14 and Nov 28

Respectfully submitted by Anna Morrow.