

MCCC Board Meeting – Monday, September 25, 2017 – 10:00am EDT

Eileen Kladvko, Tom Kaspar, Dean Baas, Ryan Stockwell, Scott Wells, Marisol Berti, Charles Ellis, Dave Clay, Woody Van Arkle, Barry Fisher, Sarah Noggle, Vaughn Sothman, Nathan Johanning, and Anna Morrow

- Project Updates
 - Field Guide App
 - This will be a subscription-based app. The purchase price / subscription fee has not been determined. These fees will go into an account to pay for various things such as; field guide app updates, program manager salary, annual meeting expenses, printing of field guides.
 - The developer has proposed that we use a Google service called Firebase, which would manage subscriptions, and we would be able to provide push notifications to app users. The developer is also completing their first round of external testing on the app.
 - Decision Tools – Dean
 - The Nebraska row crop and Indiana vegetable crop decision tools are close to completion. We are working through comments and resources.
 - The NRCS seeding rate tool is underway. The database has been uploaded and we will begin internal testing soon.
 - The creation of North Dakota and South Dakota decision tools are the next projects on the list, followed by updates to older decision tools. These are supported by the SARE – PDP grant.
- Promotional Items
 - Walton grant will be used to purchase display banners – each state and province representative to the board will receive a small tabletop display banner (approximately 11in x 21in – (similar to [this](#)). We will also plan to get 3 large floor display banners to share across the Midwest (33.25in x 77.5in). Anna will contact state representatives to customize state banners and for shipping addresses.
 - We are ordering polo shirts with embroidered MCCC logo, they will be available at your own cost from Freckles Graphics (765) 449-8463. (This polo is available embroidered for \$28.35 in [men's](#) and [women's](#) sizes. Add \$2 per X for larger sizes. Full catalog available [here](#).)
- [National Conference on Cover Crops and Soil Health](#) – Indianapolis, Dec 7-8
- [Northeast Cover Crops Council Annual Meeting](#) – Cornell University, Nov 8-9
- Potential Funders
 - We plan to continue seeking grant support, however we are specifically looking for general operational funds. There are several foundations that could offer this type of support.

- The board had no suggested changes to the funding sub-committee’s “Theory of Change” concept map and “Elevator Pitch” for approaching potential funders.
- Priority Projects
 - The board had no changes for the project priorities from annual meeting, but added several ideas for future projects.
 - Supply chain issues
 - Nitrogen management – using cover crops to retain N
 - Farmer peer mentoring (such as the pilot project in ON)
 - Cover crop winter hardiness rankings
- The board will consider limits for co-branding when working with partners and supporters.
- SARE Professional Development Program Grant
 - ND and SD will create decision tools
 - OH, MI, WI, IL, MN, and IA will update decision tools
 - See the SARE proposed timeline below.

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|------------|----|
| Oct 2017 | ND |
| Dec 2017 | SD |
| March 2018 | OH |
| June 2018 | MI |
| Sept 2018 | IL |
| Dec 2018 | WI |
| March 2019 | MN |
| June 2019 | IA |

 - Anna will contact the representatives in the states above to determine the best time for decision tool updates.
- Please send Anna any relatively new research for the Recent Research Summaries web page

Respectfully submitted by Anna Morrow