

## COMMUNITY AGRICULTURE ALLIANCE

Board of Directors and Advisors

May 14, 2008

5:30 PM

Tuffy's Grill at Glen Eden, Clark



PO Box 4134

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Steamboat Springs, Colorado 80477

(970) 879-4370

[www.communityagalliance.org](http://www.communityagalliance.org)

### CALL TO ORDER

The Community Agriculture Alliance Board met May 14, 2008 at Tuffy's Grill at the Glen Eden in Clark. The meeting was called to order by co-chair Rich Tremaine. The group labeled, stamped and stuffed Cayuse Classic invitations into envelopes during the course of the meeting

#### Roll Call -- Present were:

##### Board of Directors:

Katie Brown  
Tammie Delaney  
Medora Fralick  
Lori Jazwick  
Pete Kurtz  
Kathy Smith  
Jo Stanko  
Rich Tremaine

##### Advisors:

Nancy Stahoviak

##### Staff:

Marsha Daughenbaugh  
Nancy Kramer

Not present were Greg Brown, Barry Castagnasso, Vonnie Frentress, Rod Hanna, Charlotte Kuntz, Lyman Orton, Tommy Rossi, Sandra Sherrod, Adonna Allen, Chad Bedell, Geoff Blakeslee, Carl Herold, Terry Huffington, Terry Jost, John Kerst, Mike Lomas, Brett Mason, Nick Metzler, Nancy Merrill, CJ Mucklow, Wanda Redmond and Colby Townsend.

### ADMINISTRATIVE

It was moved by Lori, seconded by Jo and unanimously approved that the **minutes from the February 13, 2008 meeting be accepted as written.**

Tammie reported the response for the **Vision 2030** process has been good and the Citizens Committee is busy processing the surveys, personal responses, emails and blogs of well over 1500 people. An interim report will be prepared by June 30 followed by community meetings in the fall.

Nancy S reported that the initial report for the **Livability Index** has been prepared and presented by the Routt County EDC. This index provides a statistical measure in four categories (economic, civic, social and environment) that can be monitored and updated over time to help determine the health of our county.

Marsha and Nancy K reported that the **Community Agriculture Alliance website** has been updated by our webmaster, Jean Petersen, who graciously donated her time to the project. A real effort was made to make easier access to both NWCP and Cayuse Classic.

### ROUND TABLE BOARD UPDATES

Kathy – Winter was long and the delayed spring is forcing them to continue feeding cattle. Calving was tough due to the weather

Tammie – Routt County 4-H has begun a new program allowing town kids to house animal projects at the RoCo Fairgrounds, giving new opportunities for kids to understand the responsibilities and dynamics of animal care.

Pete – Spring work has been delayed by at least two weeks due to the weather. Fences are a huge challenge this year.

Katie – The resort enjoyed record-breaking snow this winter and business was ok. The economy is a big concern for next year and Ski Corp is beginning a new marketing initiative to bring in 2008-09 guests. The construction seems to be a locals issue as guests do not mention it often.

Lori – Passed around flyers of the June 6 Water Forum and encouraged board members to make early reservations for the event, which is hosting some well-regarded water experts.

Jo – The weather has taken its toll on their calving. Jo will become the Colorado CattleWomen’s president in June and will be traveling a great deal with the duties from that position.

Nancy K – Has been doing some consulting work with HRC! which is undergoing some administrative and logistical changes. They are in the hiring process for a new executive director and will be hosting their annual meeting on June 12 at the Mesa schoolhouse.

Nancy S – the Routt County Board of Commissioners have been hosting “Chat with your Commissioners” meetings around the county and have been pleased with the attendance – will probably try to continue this program on a semi-annual basis. The Transfer of Development Rights (TDR) program will probably start in the West Steamboat area and Hayden has also expressed an interest.

Rich – Wayne and Sonja Shoemaker have purchased the Yampa Valley Beef program and will soon have local meat available for retail. The Colorado Ag Law Roundup will be held in Steamboat in August and scholarships are available for individual courses should anyone wish to attend a specific workshop.

Marsha – reported that Carl, Tommie and Greg had hoped to attend the meeting but all are struggling with calving, lambing and the weather. Wanda is attending a public meeting in Yampa regarding a new LPS proposal

## COMMITTEE REPORTS

### FINANCE COMMITTEE – Report by Medora Fralick, Chair

#### Financial Update:

Community Ag Alliance at Wells Fargo	\$ 1,240.11
YVCF Endowment Fund	<u>\$34,925.37</u>
	\$36,165.48

2008 Membership to Date = 79 individuals/businesses = \$9729.50

Business Membership Drive will be done in the Fall

#### Status of Grants

##### Received:

Routt County	\$10,000	General Operating Funds
City of Steamboat Springs	\$ 8,000	General Operating Funds
City of Steamboat Springs	\$ 2,000	NWCP
City of Steamboat Springs	\$ 7,500	BBITF
YV Community Foundation	\$ 5,000	NWCP
CO Sheep and Wool	\$ 250	Ranch Tours

##### Confirmed but Pending:

Steamboat Chamber	\$ 3,600	Ranch Tours
CO Sheep and Wool	\$ 250	NWCP
Wells Fargo	\$ 250	NWCP

##### Denied:

Steamboat Chamber	\$ 1,500	NWCP
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### Cayuse Classic – June 21, 2008 hosted by Sidney Peak Ranch

JUNE 21 SCHEDULE OF EVENTS	
8 AM	Horse Event Registration Opens
8-8:45 AM	Hunter Jumper Schooling
9 AM	Hunter Jumper Competition Starts
10 AM	Auction/BarBQ Set-up Begins
10 AM	Poker Run/Crazy Eight Trail Ride Round I Starts
11 AM	Ranch Horse Versatility Competition Starts
11-2	Lunch will be Provided by Community Ag Alliance
Noon	Poker Run/Crazy Eight Trail Ride Round II Starts
2 PM	Pair Pace Cross Country Competition Starts
2 PM	Poker Run/Crazy Eight Trail Ride Round III Starts
4 PM	Auction Items on Display
3:30 PM	Winners Showcase of Routt County Equine Stars
5 PM	Cocktails and Entertainment
6:15	Awards
6:30 PM	Barbeque Dinner
8 PM	Live and Silent Benefit Auctions

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**REGISTRATION FEES**

<b>Hunter Jumper Competition</b>	<b>\$10 per class per rider</b>
<b>Poker Run/Crazy 8 Trail Rides</b>	<b>\$50 per adult ride; first youth rides free, additional youth = \$10</b>
<b>Ranch Horse Versatility</b>	<b>\$50 per adult ride; \$40 per youth ride</b>
<b>Lunch</b>	<b>Complimentary with Donation Jar set-up</b>
<b>Pair Pace</b>	<b>\$10 per class per rider</b>
<b>Cocktails</b>	<b>2 complimentary with meal ticket + \$4 for additional drinks</b>
<b>Dinner</b>	<b>\$50 for adult; \$10 for youth aged 6-12, Free = under 6</b>

**SPONSORSHIP OPPORTUNITIES**

<b>Grand Champion</b>	<b>\$2500-4999</b>
<b>10 Dinner Tickets+5 Corporate Gifts + 8 Horse Event Entries + 2 Vests + Banner + PR</b>	
<b>Reserve Champion</b>	<b>\$1000-2499</b>
<b>10 Dinner Tickets + 5 Corporate Gifts + 6 Horse Event Entries + Banner + PR</b>	
<b>High Point</b>	<b>\$800-999</b>
<b>10 Dinner Tickets + 5 Corporate Gifts + 4 Horse Event Entries + Banner + PR</b>	
<b>Feed Bag Special</b>	<b>\$800</b>
<b>10 Dinner Tickets + 5 Corporate Gifts + Banner + PR</b>	
<b>All Around Sponsorship</b>	<b>\$100-499</b>
<b>PR</b>	

**COMMITTEE CHAIRS**

**Facilities – Angie Hess**  
**Volunteers -**  
**Sponsorship/Corporate Tables -**  
**Advertisements, Invitations -**  
**Overall Horse Events – Medora**  
**Registration – Kathy Smith**  
**Pair Pace – Tammie Delaney**  
**Hunter Jumper Show – Regina Wendler**  
**Poker Run/Crazy Eight – Beth Postemski**  
**Ranch Horse Versatility – Jeannie Logan**  
**Winners Showcase - Medora**  
**Awards - Medora**  
**Lunch – Jo Stanko**  
**Safety, Permits, Insurances – Marsha**  
**Bar – Rod Hanna**  
**BarBQ – Jo Stanko**  
**Tickets – Lori Jazwick**  
**Entertainment – Marsha**  
**Corporate Gifts – Nancy Kramer**  
**Overall Auction – Jody Anagnos**  
**Auction Items Solicitation and Gathering**  
**Silent Auction**  
**Live Auction**  
**Auction Data Base**

## COMMUNITY RELATIONS COMMITTEE – Report by Katie and Lori, Co-chairs

Community Relations Committee met March 10 and April 1

A survey will soon be sent to all Directors and Advisors to determine their interest in the Ag Alliance programs, including volunteer dedication to each of the events, to help verify which programs should be eliminated or altered.

Routt County Agriculture Newsletter – Next Edition Goes Out May 19, 2008

Community Ag Column – continues as scheduled

Yampa Valley Almanac – airs on KQZR (97.3 M) at 1:34 PM Monday through Friday

Cowboy Downhill – January 22

Ag Alliance and NWCP Table

Bark Beetle Task Force Seminars

“Local People – Local Wood: Making The Connection”

Feb 21, March 20, April 17, May 15

Between 85-100 people have attended each seminar

Marsha did Media Briefing with Commissioners & TV18 Live Morning Interview

Cow Town Ranch Tours

Tour on: March 20

16 Participants, including 3 reporters from the Pilot

Print + Video Coverage was good

South Valley with stops at Whispering Willows Horse Training Facility and Wille Sheep Ranch

Expenses exceeded the income ☹

March 27 Tour was cancelled

Upcoming Tours

July 3, 10, 17, 24

Possible sponsorship with Steamboat Resorts

Water Forum – June 6

Noon to 8 at Steamboat Springs Community Center

Horse Shoe Pitching Contest – August 16

Steamboat Smoke House will help sponsor

Vision 2030:

Marsha serves as Co-chair of Vision 2030

Briefings with Commissioners, TV 18 Live Morning Interview and You Tube Segment

Tammie and Marsha involved with Monthly Steering Committee and Exec Committee Meetings

Western Heritage Partnership

Signage for the Transit Center has been approved

“The Spirit Endures” statuette is available

Groups Marsha has Spoken to:

Steamboat Springs Girl Scout Troop – March 25

Yampa Valley University Women – April 4

Meetings Marsha Attended:

Monthly Bark Beetle Information Task Force

Monthly Chamber Marketing Committee

El Pomar Community Building Forum – Feb 6

Routt County Conservation District Meeting – Feb 8

Steamboat 700 with Danny Mulcany – March 5

Water Law and Updates Forum – North Park NRCS and FWS – March 7

Senator Salazar and Representative Salazar Town Meeting – March 18

Elk Mountain Subdivision with Gabriel Siede – March 24

Local Grant Seminar – May 1

Committed to the Yampa Valley’s Agricultural Heritage  
Through Bridging of Agriculture, Business, Community and Resort Interests

## LAND STEWARDSHIP COMMITTEE – Report by Rich for Lyman, Chair

### Carbon Sequestration Program

Lori, CJ, Lyn Halliday and Marsha have been exploring the possibilities of Routt County participation

### Land Stewardship 101 Course

January 15, 22, 29; February 5, 12 and 19 + spring tour

24 participants

NWCP products were given as thank-you gifts to the speakers

### Land Stewardship 202 Course

Will be held September and October 2008

Executive Committee has asked the LS Committee to discuss the following:

An effort to convene various ag-interested groups

Define “New Agriculture” versus “Old Agriculture” in the context of generational operations

Determine which (if any) advocacy issues/organizations Ag Alliance could support

Example: permitting/zoning issues, water, air, land use, capital gains, estate taxes, safety-related issues

Anticipate what is coming for our area – possibly as determined from the Vision 2030 surveys

## VALUE ADDED PRODUCTS COMMITTEE – Report by Tammie, Co-chair

### Northwest Colorado Bull Sale

70 Bulls

17 Scratched = 24%

5 Bulls Substituted In

11 Bulls No Sale

47 Bulls Sold = \$86,700 = \$1844 Average

25 Heifers

11 Heifer No Sale

14 Heifers Sold = \$11,225 = \$801 Average

Animals Were Consigned from 21 different producers: (Increase of 5 from 2007 sale)

Routt County = 8 (38%), Moffat = 5 (24%), Other Colorado Counties = 8 (38%)

41 Registered Buyers: (Increase of 11 from 2007 Sale)

Routt County = 20 (49%), Moffat County = 12 (30%), Rio Blanco County = 2 (4%)

Other Colorado Counties = 7 (17%), Out-of-State = 0

29 Registered Buyers Purchased Animals

Cattle (47 bulls and 14 heifers) Went to:

Routt County = 30 (50%)

Moffat County = 8 (13%)

Rio Blanco County = 1 (1%)

Other Colorado Counties = 22 (36%)

42 Sponsors (Decrease of 9 from 2007 Sale)

Media Coverage (print + video) was great including TV18 Live Morning Interview

2008 = 47 Bulls @ \$1844 average + 14 Heifers @ \$801 average = \$97,925

2007 = 45 Bulls @ \$1844 average + 5 Heifers @ \$1000 average = \$88,000

2006 = 45 Bulls @ \$2242 average + 10 Heifers @ \$875 average + 1 For Lease @ \$350 = \$110,000

2005 = 41 Bulls @ \$2086 average + 10 Heifers @ \$850 average = \$94,050

2004 = 44 Bulls @ \$1592 average = \$70,050

2003 = 47 Bulls @ \$1492 average = \$68,250

## VALUE ADDED PRODUCTS COMMITTEE Continued:

### Northwest Colorado Products (NWCP) Program

Northwest Colorado Products Program continues to grow in momentum. The following is an outline of projects and activities Nancy and the NWCP Board have completed or continue to advance.

#### Organization/Operations

##### **General**

- Program now hosts 150 + data base of producers, retailers, government and resource and media partners.
- NWCP Annual meeting held March 29<sup>th</sup> 2008 – The following is a list of officers and new Directors elected at the meeting.

##### Officers

Melody Villard – President  
Paul Knowles – Vice President  
Bernie Rose – Secretary

##### Returning Director

Carl Herold

##### New Directors

Jules Palyo – Flat Tops Ranch Supply  
Christina Yeager – Firefly Mountain Produce  
Ann Copeland – Hayden Marketplace  
Terry Brown (Wing-Time-Steamboat);  
Lorrae Moon (Moonshine Products-Craig)

- Post Foodshed meeting with co-hosts and assigned areas of follow up.

##### **Development/Fundraising**

- \$250 grant from Colorado Sheep and Wool Growers to promote local lamb products
- \$250 sponsorship for What's in Our Foodshed community
- Scholarship award for Kramer to attend SWMN conference
- Membership solicitations
  - Producer Members – 10 charter members to date
  - Retail Members – 1 – Artisan's Market if Steamboat

#### Program Development

- Ongoing - Convene task force for new **Deep Roots: Community Food Share** group to develop organizational structure and comprehensive strategic plan development:  
**Mission:** *Deep Roots Community Food Share believes a thriving and sustainable local food economy is a critical element of our healthy Northwest Colorado community.*  
**Vision:** *Northwest Colorado is a place where local sustainable food production is abundant!*

#### Marketing

- Collateral dispersement to new members
- NWCP Web pages outlined and developed for [www.communityagalliance.org](http://www.communityagalliance.org)

#### Special Events

- Hosted booths at Hayden Spring Fling – 5 NWCP producers participated.
- Co-hosted *What's in Our Foodshed ?* Examining the demand and potential of a growing product for the local marketplace – 180 attendees.
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#### Professional Development

Kramer attended Southwest Marketing Network 6th annual conference on scholarship award. Conference was held in Santa Fe – focus of conference was local food movement, food policy councils and sustainable agriculture and local added valued products

## **NEW BUSINESS**

It was decided that the evaluation for the Executive Director would be postponed until November 2008.

Marsha asked for a volunteer to be an advisory board member for an area project coordinated by CSU Department of Forest, Rangeland and Watershed Stewardship. The project is researching ecological and economic models and supports capacity-building for adaptive management practices in the region. Kathy will consider after receiving more information from Marsha.

Everyone complained about the weather for a while.

## **ADJOURNMENT**

The meeting adjourned at 7:30 PM.

Marsha Daughenbaugh  
Recording Secretary

**Next Meeting:  
August 13, 2008  
5:30 PM  
Hayden**