



Alfalfa Seed Commission (Alberta)

February 7, 2019

MHC – Brooks Campus

Meeting called to order @ 9:13am

**Present:** Brian Slenders, Greg Klassen, Bruce Balog, Brad Alexander, Ben Dyck, Bill Dickinson, Alex Geerligs, Jodi Niznik, Jon Wolfe (via phone)

**Performance Reviews:** Brian reported that performance evaluations were completed on Brad and Jodi, as well as board discussions about the advisors. Jodi and Brad met with Brian and Alex prior to today's meeting. It was felt that board members are happy with the input and support if the advisors on the board at this time as well.

**Secretaries and GM Report:** Minutes read by Jodi; both included

**Business arising from the minutes:** The PPMUC AGM is at the Coast Plaza Hotel in Lethbridge on March 27<sup>th</sup>; you can also log in and join the meeting via the web.

Discussions regarding levy refunds and making the information public; Jodi reported that Marketing Council recently passed a policy restricting sharing information of members requesting levy refunds. It is their recommendation that the information be shared between those with signing authority only. Further discussions regarding having conversations with growers that remove their levy finding out why they remove them, what would bring value to their dollar, and how to work together. Suggested to go out into the communities and meet with growers in smaller group sizes and also put together a grower survey. Brian will give a 15 minute overview of the ongoing research and what the Commission is up to at the Spring Meeting. Would like to see Brad get out into the individual community areas and share what he's doing more as well.

Pollen Ball survey from Danika; Brad is going to mix with some of his questions to complete the survey. Brad will spend 10 minutes at the start of the meeting going through it question by question to have people fill it out there. Next year have the survey available when producers drop their samples off at the CLBC and if they fill it out possibly give a discount off their reading.

**Financial Report:** Jodi reported that as of January 31, 2019 the Checking account balance is \$426,654.01

Research/savings account balance is \$244,00.00

Jodi reported that the T4's for her and Brad are complete and the 2018 books are in at Bevan and Partners now. Brian would like to see the financials with 2 years together to compare numbers. Jodi and Ben D. had met earlier in the week to discuss levy report numbers and budget items.

2016 crop levy requests totalled 19 for \$88,627.20 & 2017 crop levy requests totalled 21 for \$157,380.31.

Discussions continued around levy and budget and number of acres that were contracted for the past year and the upcoming 2019 crop year. Ben D will continue to work on the budget for the next meeting.

**Ben Dyck moves** that the minutes and the financial report be adopted; Greg Klassen 2nds; all in favor.

**Brad's Report:** Included

## **Old Business:**

**a.**New Orleans WASGA Conference: Brian and Brad discussed how a lot of the speakers were cancelled due to government shut downs and how disappointing that was. Brian mentioned learning about “Hobos” and how they are data loggers used to monitor soil temperatures and wondered if that was something we could use in the shelters or trays. Conference moves back to Las Vegas next year. Brian submitted receipts for reimbursement.

**b.**Spring Meeting: Wednesday March 27<sup>th</sup>, 2019 @ Cassils Hall starting at 8:30 am.

8:30 am coffee

9:00 am intro and welcome

9:10 Brad & survey

9:20 Brian Overview

9:35 Len Hingley

Coffee

10am Todd Hirsch

11am AGM

Noon Lunch

Plan for 130 people and Jodi to send out “Save the Date”

**c.**Regulations Update – Jodi referred to Reuben’s email regarding questions on associate memberships as well as Director in Training information. Board felt it director in training was important to pursue, Jodi is to contact other organizations provided by Reuben to ask questions. Regulation review deadline extension requested by Marketing Council so board approves the one year extension to ensure that we aren’t caught in a lapse without regulations.

**Greg Klassen moves** that we allow a one year extension for the completion of the regulations; Bill Dickinson 2nds; all in favour. Jodi is to contact Reuben with regards to this.

**Research:** CAP funding paperwork should be finalized and signed today.

Brad is actively looking for another drone course on the new technology and will register once he finds one being offered.

## **New Business:**

**a.**PPMUC – Chad was absent at the meeting so there was no new update. We need to make Authority a priority and get it approved. Circulate emails and find someone who can help us push this along. Chris Neesor is unavailable, but Brad is to talk to him and see if he can recommend someone to get the testing done and approved this year. Brad is also to reach out to Jan Kahn.

## **Upcoming Events:**

AFIN Meeting – March 5<sup>th</sup> in Leduc.

**Meeting Adjourned @ 11:35 am**

**Next Meeting: Monday March 4<sup>th</sup>, 2019 @ MHC Brooks**