

Agenda for NCCC 212 Business Meeting---Nov. 5th, 2019

Call to Order

Mary Rogers (chair), Gina Fernandez/Mark Hoffman, Secretary
Minutes recorded by Lisa DeVetter

Old Business

- Review/amendments/approval of 2018 minutes
 - Chad Finn moved to accept the minutes, Harlene Hatterman-Valenti seconded
- Review of 2019 business meeting agenda—any additions?
 - Chad Finn suggested talking about low attendance; some discussion ensued
 - Mary Rogers commented that several people stated they couldn't attend due to lack of funding.
 - Meeting is also 10 days later than the usual meeting time, which could also possibly reduce attendance.
 - Only two people expressed interest in attending remotely in 2019, so remote options were not set-up; may want to re-consider allowing remote access options.
 - Vance indicated experiment stations can obtain USDA funds to allow one appointed person to attend these meetings, but this is discretionary and depends on the experiment station.
 - Michael Dossett suggested we send out a survey to assess why attendance is low and what the reasons are for low attendance; Mary said she would generate a poll.
 - Matt Clark suggested re-visiting what the mission is for NCCC212 and incentive to attend these meetings; is there something value-added that we can add to encourage participation?
 - Paul Reed stated having joint meetings with NE1720 was appealing and allowed him to participate in both events.
 - Brent Black suggested if there was value in establishing coordinated trials/experiments across states. Chad Finn commented that there are attempts to do this in the PNW and it is difficult, so logistics needs to be considered to be effective.
 - Vance commented that if coordination of variety or advance selection trials becomes an objective for this group, we will need to report on it.
- Project renewal—next one due in 2021. Original plan was to start working on the renewal this year (2019). Status?
 - Next project needs to be submitted no later than Dec. 1, 2020, so that renewal is in place by 2021.
 - Vance has a document that explains the timeline/steps for renewal.
 - Discussion on whether we want to keep or amend the three NCCC212 objectives. The renewal would be the time to re-visit/amend objectives.

- Brent Black suggested dropping the third objective focused on phytonutrients and human health implications and adding an objective focused on extension. For example, update eXtension and share extension resources.
- Lisa DeVetter suggested keeping the phytonutrient and human health objective and adding extension as an additional objective so that there is still the opportunity for those working in that area to participate.
- Michael Dossett commented that historically, very few people have contributed to the phytonutrient/human health objective. Perhaps objective three should be adjusted to focus more on fruit quality than human health.
- Brent Black suggested forming a smaller subcommittee to re-visit and re-write NCCC212 objectives. Possible committee leads:
 - Chad Finn could lead breeding
 - Lisa DeVetter could lead production
 - Penny Perkins could lead postharvest
 - Brent Black could lead extension
- Mary Rogers affirmed the renewal group, which will include Mary Rogers, Harlene Hatterman-Valenti, and Lisa DeVetter; should involve subcommittees to discuss/refine objectives.
- Vance will email information about the renewal and hopefully the last versions of the renewal.

New Business

- Critical midterm reviews were submitted January, 2019--review comments
 - Lisa DeVetter submitted critical midterm review last year.
 - Feedback on report was shared by Mary Rogers; requested Mary to share scores/feedback on OneDrive file.
 - Next project report should contain specific information on impacts and deliverables → we should revise state reports so that we have distinct impact reports.
 - Vance emphasized being succinct in our reporting should help with impact statements.
 - Lisa DeVetter mentioned she liked shorter reporting format with focus on impacts.
 - Matt Clark suggested incorporating questions within the state report format that would elicit quantifiable impacts to be included by the authors (e.g., change of practice, acres impacted, growers changing practice, etc.).
- Participation
 - Videoconferencing or remote attendance options
 - Discussed above; will do a poll to assess what the barriers are.
 - Will consider remote conferencing options to increase attendance.
 - Expanding invitations to extension educators/agents
 - It was suggested to see if state/county extension are interested before setting up remote access. There could be a downside, such as more questions that could lengthen the time.

- Funding extension educators/agents to attend could be a limitation.
 - Discussed challenges with videoconferencing.
 - If an organizer wants to utilize videoconferencing, accessibility has to be advertised early.
- Industry participation
- Cost of attendance as a barrier
- 2020 meeting location will be hosted by Gina Fernandez and Mark Hoffman at North Carolina State
 - Draft agenda created by Mark Hoffman and uploaded on OneDrive – sometime between Oct. 1-15
 - Discussed possible places to visit while at NCCC212
 - Chad Finn and others recommended having the meeting later during the Oct. 1-15 window because of conflicting field work.
 - Arboretum or Library on campus are two meeting options.
 - Visits: Pairwise, possibly muscadine vineyards, etc.
- 2021 meeting location?
 - Phil Stewart suggested/offered hosting in Mexico or in southern California
 - Mary Rogers will develop a poll to assess people's availability to go to an international meeting in Mexico.
- Open discussion
 - OneDrive file for reports was popular and paperless route was well received. Suggested having a format for naming files in the future.
- Chad Finn motioned to adjourn; Lisa DeVetter seconded.

Adjourn