



Southern Maryland Agricultural Development Commission
Thursday, December 3 at 9:00 am
Final Minutes

SMADC Members: Senator Jack Bailey, Lisa Barge, Joan Bearden, Commissioner Gilbert Bowling, Edward Goodman, Erik de Guzman, Amanda Hand, Bill Hitte, Delegate Michael Jackson, Guy Kilpatric, Ronald Marney, Julie Oberg, Martin Proulx, Donna Sasscer, Kelly Swann, Steve Wall, Lucille Walker, Mary Wood

Members Absent: Catherine Cosgrove, Dan Donohue, Willie Goddard, Linda Jones, Barbara Polito, Charles Rice, Deana Tice, Steve Walter

Staff: Juliet Glass, Heather Hulsey, Susan McQuilkin, Cia Morey, Rachel Norris, Karyn Owens, Shelby Watson-Hampton

Guests: Senator Mac Middleton, Jaelon T. Moaney, Reg. Dir. for Anne Arundel/So. Md, U.S. Senator Chris Van Hollen, Charles Sasscer, UMD Ag. Marketing Specialist Prince George's County.

Minutes

Before the motion for the adoption of minutes from the October 8 meeting, there was discussion of the special meeting minutes. A suggestion was made to delete the first sentence of the 2nd paragraph as it was not needed and duplicative of the information described.

Delegate Jackson made a motion to approve the minutes with the changes discussed from the special meeting of October 8, 2020. Senator Bailey seconded, all approved.

Before the motion for the adoption of minutes from the November 5 meeting, there was discussion of two mistakes identified in the Amish slaughterhouse and RAC report on page two of the minutes. \$1.5 million should be corrected to \$500,000.

Lucille Walker made a motion to approve the amended minutes from November 3, 2020. Commissioner Gilbert Bowling, seconded, all approved.

Director's Report

Director Watson-Hampton reported:

SMADC Fundraising – Director Watson-Hampton shared her screen to preview the newly created fundraising donation platform on the SMADC website. A soft launch is now underway that includes an online storefront where you can purchase T-shirts in several styles with farm support messages. SMADC will receive a portion of the sales. Director Watson-Hampton thanked the staff for developing and launching these creative new endeavors. Fundraising will become more important each year as SMADC’s funding through the State is increasingly precarious and the anticipated FY’25 phase out has potential to be accelerated.

RMC FY’21 Grant Update – Director Watson-Hampton announced that the RMPIF Forestry Project highlighting the industry in the Southern Maryland region is underway and includes promotional videos with industry overview of potential careers, and a comprehensive retail guide. RMC has also received funding cuts due to COVID, and as a result the original grant for the forestry project (\$30,000) has been reduced to \$25,000 but should not affect plans and outcomes.

Review of Livestock Video – Director Watson-Hampton previewed the latest video in the RMC grant funded Farms in Focus series on Southern Maryland’s key agricultural sectors. The video explores five regional farms, each with a different livestock focus (pigs, cattle, sheep and poultry), that all share a common commitment to provide the best possible environment and forage for their animals. The video is well received by the livestock community and is promoted across all SMADC social media and YouTube. Senator Middleton commended the video and suggested that it is shown at future budget presentations/hearings to underline the importance of SMADC’s contribution to the region.

Maryland Market Money Update – SMADC staff Heather Hulsey stated that the program is fortunate to have a built-in social media community that has followed the program to SMADC. The team set-up a modest fundraising donations goal of \$2,000 by the end of the year; together with a “Giving Tuesday” launch appeal and Facebook fundraiser, the goal has been met. An end of year appeal is also planned. Director Watson-Hampton stated that MMM staff, in particular Juliet Glass has experience in fundraising and their experience will be invaluable as SMADC moves into this arena.

Amish slaughterhouse and RAC – training for the new Amish slaughterhouse management team is ongoing, and barring unforeseen obstacles, it is anticipated that the USDA Grant of Inspection may be submitted by early January. RAC updates and timeline are being added to the dedicated RAC webpage on the SMADC website.

Member Updates – Members shared news and updates.

Adjournment

Joan Bearden made a motion to adjourn. Bill Hitte seconded, all approved.