CENTER FOR AGRICULTURAL SCIENCE & HERITAGE

Director's Report 7/18/03

ıd Raising

- Second direct mail is on its way to the post office; third one will be a purchased list to Farm Journal. Annual giving as a result of direct mails and Board pledges is at $31,962.00. The next direct mail piece will be the Barn Dinner invitation.
- Board giving as of today is at 50%. Please make either a pledge or gift so we are able to report 100% giving in upcoming grants and proposals.
- Site visits were conducted by Altria (Phillip Morris) and the Indianapolis Foundation this week. We will be following both of those with a request to submit proposals for next year. Programs partially underwritten by a grant from the Council for Biotechnology are midyear; we should be receiving the balance of that grant in the next few weeks, of $5,000. We are currently contacting the Noyes and Mothershead foundations to request proposals be submitted. The mid year report for the USDA Block Grant was submitted recently.
- We are currently working on a strategy to ask for assistance from Founders to host events in as many as 15 different areas throughout the state. These events would be intended to update our largest contributors of the Center's activity, and seek their feedback. Prospects also will be invited.

Programming/Special Events

Farmers Market

- The Grand Opening was a success. Several TV stations and print media were on site. "Tree Boy" of Channel 13 broadcast live from the event. Congresswoman Julia Carson, Representative Greg Porter, and Assistant Commissioner Joe Pearson were on hand to welcome guests. Vendors donated food items to be prepared for a breakfast buffet for approximately 60 guests.

  We need to continue to build awareness for the Market. Cranfill is assisting with ongoing efforts to list the Market in community calendars, and is putting together a recommendation on paid advertising in smaller, specialty publications. A series of banners will go up shortly along the street, and two large banners will be in front of the barn.
- We were told by WIC this week that the Farmers' Market at the Barn is one of their three highest coupon redemption sites.
- We are currently working with the Board of Health to determine the facilities necessary to create a "demonstration" area for vendors to rotate on a weekly basis, demonstrating or sampling their product.
- Thanks to a couple who has offered to volunteer on a regular basis, the Barn has had an information table at the Market every week, where cookbooks and other items are sold.

Barn Dinner

- Invitations for the 11th Annual Country Barn Dinner are being printed and will be mailed next week. The event will be held here at the Center again this year. It will be themed around the Farmers' Market. The entertainment is The Wright Sisters. We already have three corporate sponsors for this event.

Old Time Farm Auction

- Advertising seeking consignments and donations for the Old Time Farm Auction have been placed.

Normandy Festival

- Normandy Festival posters, fliers, etc. are in the production phase. The National Bank of Indianapolis has agreed to insert 15,000 fliers into their September statements. Sponsorship packages are being prepared to go out within a week and Cranfill is assisting with these. Program planning will begin in earnest over the next several weeks.

Exhibits

John Allen has donated an additional 1,100 images from their collection. We have begun work on the exhibit of J.C. Allen work which will be on display during the Fair.

- The *Sugar Flats: Where It All Began* Exhibit is moving into production and is intended to be completed in time for the State Fair.

- We have an opportunity to become a site for distance learning. This will be discussed in more detail during th meeting.
- Justin is completing a successful first summer of farm "camps." There is a lot of demand for this activity so we wil continue to develop this program.
- The Plein Air project is moving forward. WFYI has signed on and will be doing, among other things, documentaries about production, processing, distribution, and consumption, as part of the program. A design and program charrette will be held next week and we have also been meeting to identify funding opportunities.
- Next Wednesday and Thursday evening Justin is hosting two volunteer orientation events. These events will share information about the Center, as well as identify areas of interest for individuals, and offer some training for a more meaningful experience for the volunteers, and a higher level of quality for the Center.
- Please refer to the full Program report in your packet for educational outreach activities.

Facility

- Events scheduled to take place at the Center during the Fair:
  Country Barn Dinner, August 7th
  Agri Business Council Board Meeting, August 8
  Touchstone Energy Customer Appreciation, August 9
  Representative Jeff Thompson event, August 11
  Master Farmer's Awards Dinner, August 13
  USDA Farm Service District Director Meeting, August 13
  ALP Forum, Jim Moseley, August 14
  Youth Philanthropy Initiative, August 16

Administrative

- We are again without an assistant and facility manager. This however, allows the opportunity to prepare fo expansion.
- In working with the Governor's office, we have determined that the terms of the Trustees expired in 2001. Therefore, the attrition of the group will take place quickly. Trustees will be reappointed at the approval of the Governor, and terms assigned by his office. We have recommended mostly reappointments and where attrition is necessary, those Trustees who also serve as Directors, will be removed as Trustees and will still serve as Directors. We are waiting to hear back from the Governor's office before moving forward. .
- We are in the planning process for the Board Retreat, to be held on September 19th, the date of the regularly scheduled Board meeting. PLEASE MARK THIS DATE ON YOUR CALENDAR AND PLAN TO ATTEND. The intent of the retreat will be to refresh Board members of past decisions which affect the organization's direction, and consider actions to assist with our growth. A healthy organization must have a unified and informed Board and this will assist in ensuring we are providing the right tools for your role as a Board member.
- Another newsletter is in production and scheduled to be mailed within the next couple of weeks.
- Work on the 2002 audit is nearly complete. The financial statements have been modified to include annual budget numbers. We are working with L.M Henderson to address the necessary steps for the midyear audit and change over from the calendar year. We will now be charging sales tax on all items sold through the Center, unless they are deemed educational, such as the Cookbook.

CENTER FOR AGRICULTURAL SCIENCE & HERITAGE

Director's Report 11/21/03

nd Raising/Programming/Special Events

The Farmers' Market ended October 24th. At the end there were only about 5 regular vendors. We will need to bring the vendors back in for an assessment meeting, but not without a strategy on next year and how much time and resources we wish to invest

- The Barn Dinner was held the first Thursday of the Fair. A special award was given to Reynolds Farm Equipment for their years of constant support financially and with participation in our events.
- The Barn Dinner invitation also serves as a direct mail appeal. Donations were down this year and around $2,000.00.
- The Old Time Farm Auction was a financial success, with a net of approximately $6,000.
- The J.C. Allen exhibit drew a lot of interest, with people visiting throughout September, and many books sold as a result.
- Cookbook sales was significant during the Fair, thanks to the book being sold by the book vendor at the Pioneer Village, and further promotion by the women who do demonstration cooking. All were on the committee which developed the book.
- The Normandy Festival was a good event. It was nice weather, we had new and increased amount of vendors. There were several groups of girls scouts and other youth groups that came. The Scarecrow exhibit grew significantly this year; from 7 last year to almost 30 this year. The crowd was respectable, but not growing. We need to assess this event and determine where to go for the future.
- The Normandy Barn exhibit proofs are here, and pending staff review will be installed over the next several weeks.

  Tonight opens and exhibit by the Hoosier Salon. The exhibit runs through December 19th.

  Staff is currently working to complete the proposal for the distance learning equipment
- Justin has been doing a lot of programs at the Trader's Point Creamery. The farm is proving to be very popular.
- The Plein Air project is moving forward. A committee has been developed to raise funds. A mailing via our database asking for sites, received a very good response.
- Ideas on collaborating on programming have been initiated with Ag Leadership.
- Don Villwock prompted a call for discussion on how Justin might work with Farm Bureau to assist with their programming. We will be having future discussions about this over the next several weeks.
- Please refer to the full Program report in your packet for educational outreach activities.

Facility

- The Normandy Barn was in full use during the Fair, with at least one event taking place almost daily. There was a much higher visitation from the general public as well. Estimated people through the building this year (not including private events) was over 600.
- Security cameras were installed earlier this year. We continue to work on signage and security for the building. Additionally, the barn, the dormers in particular, are in need of painting. We will need to include some funds for these issues in the 2004 budget.
- Three large posts were installed at the north side of the building this summer, to create a noticeable signage for special events and the Farmers' Market.
- Recent and upcoming events:

  Indiana Soybean Science Kit Training

  Rural Preservation Council

  Marion County Board of Health (tentative)

  Slow Foods USA

  State Board of Health Food Security and Bioterrorism Preparedness Task Force Meeting

CENTER FOR AGRICULTURAL SCIENCE & HERITAGE

Director's Report 1/16/04

Fund Raising/Programming/Special Events

- As reflected in the Budget Narrative, gifts from direct mailings were strong in 2003. Our anticipated goal had been 6 direct mails for a goal of $47,000. Four direct mailings and miscellaneous activity generated $41,400. Board pledges were significant in helping us reach this goal. Gifts are still coming in from the December mailing so individual contributions are off to a good start for 2004
- A preliminary proposal has been submitted to the Nina Mason Pulliam Charitable Trust. Two proposals to support Plein Air activity have been submitted, and a third will be submitted in February.
- The Center attended the Indiana Farm Bureau Annual Convention Trade Show, as well as the Indiana/Illinois Farm Equipment Show in December, promoting the Cookbook, and general information. A recent form in the Hoosier Farmer has resulted in the sales of several cookbooks.
- There is no program outreach report this month. December and January are slow due to holidays. Justin is using this time to prepare for new programs in 2004. Part of the strategic development of our educational programming is to allot more of the Education Specialist's time to planning future programs, as well as follow-up and evaluation of administered programs. This assists with understanding how to improve what we can offer to educators, as well as providing accurate audience and content information to foundations in grant proposals. We do not project much increase in outreach numbers this year, due to time spent planning and evaluation, as well as the start-up and implementation of several new programs.

Facility

- Upcoming events:
  Reception prior to Purdue Ag Fish Fry, February
  Indiana Agri Tourism Meeting, March
  McCord Neighborhood Assn. Mtgs, February-December
- We have been approached by the African Center to collaborate on their African Unity Festival. They have outlined their proposal and presented it to the Center for review in the next several months. They are interested in the Center as the site for their 3-day event.

Administrative

- Immediate attention needs to be given to the 2004 Farmers' Market at the Barn. Recommendations have been made to the Committee on changes and activities for 2004.
- The 2002 audit is now complete; the 2003 short year audit has begun, and we are making the transition to a fiscal year with the budget that will be presented in March. A meeting has taken place with a member of Indiana Farm Bureau's financial staff. Don Villwock had offered this assistance in November.
- The Junior League Advisory Committee will be finishing up in January or March. There has been good discussion and dialogue and some outcomes will be included in our strategic planning.
- We have devoted a great deal of time to analyzing the budget, and preparing for the 6-months budget which was presented today. We anticipate the presentation of the July 1, 2004-June 30, 2005 budget at the March meeting.
- Payment from the Indiana State Fair Commission in the amount of $600,000.00 was received in December.

PLEASE NOTE: My e-mail is currently down due to corrupt software, until an undetermined future date, so please communicate with me via fax or phone.

CENTER FOR AGRICULTURAL SCIENCE & HERITAGE

Director's Report 3/17/04

Staff/Administration

- The Executive Assistant position has been filled. The candidate will tentatively begin April 12th.
- The part time Market Master & Special Event Coordinator position has been offered and we are waiting for a reply.
- Have purchased equipment and some furniture in preparation for new staff
- Technical Assistance Program (TAP) representative has made several visits to the Center to upgrade our software, make recommendations on hardware, convert from dial up to dsl, clean up system from viruses, and load computers with consistent software.
- Fundraising software will be purchased in the second quarter. This will require training for all staff and converting our current database.
- Larry Reynolds and Daryl Fry have both resigned from the Board, and Daryl from the Board of Trustees. Larry still wishes to stay involved but travel precludes him from attending meetings. Daryl is retired and is focusing on a new home.
- I recently attended National Barn Alliance meeting in Chicago. There is good networking and ideas within this group. Discussions focus on farmland preservation and it remains to be seen if the Barn can play a national role within this group.
- Budget: Staff has been working both internally and with the Board members assigned to STrategic Planning to develop a longer timeline and budget considerations for the Areas of Focus.
- The website will be our next area of focus.

Program

- We are working with Farm Bureau to develop a program called the Metropolitan Education Program which will be directed to the counties surrounding Marion. For a fee, education programs will be conducted in their county.
- Plein Air $25,000 from AUL and $10,000 from Agri Business Group. An advisory committee of agricultural reps has been formed, led by Joe Pearson. A dinner event is being planned to bring in more leaders who will potentially provide financial support for the project. Indiana State Museum will be the site of the inaugural exhibit, and as announced earlier, Judy O'Bannon has agreed to serve as an honorary curator. An event will be taking place in April which will be an opportunity for Justin to more closely direct the artists as to content, to ensure the results are the best possible for the exhibit. We may be calling on some of you to sit in and offer your insight from a production or processing perspective, for example
- The lines have been laid and the Distance Learning equipment is scheduled to arrive in June.

Strategic Planning

- Several meetings have taken place to discuss parameters, short term and long term needs. Using the areas of focus discussed at the last Board meeting, we are developing a system of filters which will help prioritize activites, budgets, and resources. This will be reflected in the budget presented to you in May.
- Joe Pearson is scheduling a meeting with members of the State Fair Commission to begin conversations on long term needs of the Center.

CENTER FOR AGRICULTURAL SCIENCE & HERITAGE

Fund Raising

- We have renewed our contact with Jessica White Associates for grant research, direct mail fulfillment, grant proposal writing.
- Gifts are currently coming in from the second direct mailing. Thus far we have received over $16,000 in 200 as a result of direct mailings.
- Board Gifts to Date: 2; Board Pledges made to date: 3
- We have received capital campaign pledges from Farm Bureau, AUL, and Meridian Insurance.

Facility

- Some necessary upgrades/maintenance activities will be pursued in the next several months. These include, repair of wood flooring, trim, etc.; painting barn's exterior; thorough cleaning of floors; landscaping, etc.
- Some of the upcoming events include:

  McCord-Watson, monthly meeting
  Angus Assn. banquet, March
  Plein Air painting workshop, March
  Soybean Science Teacher Training, March
  Hoosier Horse Fair Will Call Window, April

Farmers' Market

- A meeting of last year's farm market vendors was held in January. Those who attended unanimously elected continue the market on Saturday, but agreed to shorten the length of the market, which will now open at 9:00 a.m. and run to Noon.
- Contracts were sent in March to last year's 30 vendors. Thus far, four of last year's "regulars" are returning, 3 others have commited to either a season booth or daily rental. The next immediate step will be to open it up t other vendors. WIC will be returning with their regular booth as well.
- Using the approved budget, some of the marketing dollars will be spent developing banners across 38th Stree and signage at Fall Creek and along the Monon. We are working with a landscape architect to develop these directionals and to improve the look and presence of the market.

Special Events

- The Pioneer Village wishes to continue the auction. They have agreed to put together a committee that will help refine the event, and assist with the physical planning and setup.
- Cranfill is assisting with the development of a concept for an event that will potentially fill the void of the Normandy Festival and the Barn Dinner, while creating awareness around the Farmers' Market.
- One of the Center's dear friends passed away in February. It was her request to hold a show of her work showcasing the craft of rug hooking. We plan to honor this request with a show during the State Fair.

CENTER FOR AGRICULTURAL SCIENCE & HERITAGE

Center for Agricultural Science & Heritage
Executive Director's Report
May 14, 2004

Staff/Administration

- Trustee Reappointments - All terms are up. Since the legislation which downsized the number of Trustees is now in effect, a slate that reflects party balance will be presented by the Nominating Committee today.
- We are currently reviewing for consideration a formal partnership with Trader's Point Creamery whereby the Center would lease a barn from the Creamery for income and use of the facility. The Center is conducting numerous tours from Trader's Point, and will be charging a fee to groups in the near future.
- Internships - We have five internship positions: development, farmers market, rural preservation, curator, and education. Job descriptions have been developed for all; most have a specific project in mind and will require specific educational training and background. The positions have been posted at Purdue, IUPUI, and IU. Interviews will take place in the next few weeks; interns will work 100 hours through August.
- We welcome two new members to our staff - Laurie Bosin joined the staff as full time executive assistant. Angie Foreman is the Farm Market Master & Special Events Coordinator, and is part time.
- Master Site Rendering - All Center for Ag Science Trustees and Directors were invited to attend a discussion and provide input on any thoughts relative to the changes in the environment such as demolition of the Krannert Building, operation of the Farmers' Market, IPL power station, 38th Street development, etc. The outcomes of those discussions will be presented today.
- Web site - Development of a web site has begun and will offer such amenities as pre- and post- educational visits, scheduling of distance learning, and farmers' market information. Thanks to the TAP Program through IUPUI, the web site development will be underwritten.
- The Center will begin a software conversion of its database and files over the next two-three months.
- The transition of the Center's books from a calendar year to fiscal has been completed. The fiscal year ends June 30, 2004. Attached is the financial statement and balance sheet for the period ending April, 2004.

Programming, Farmers' Market & Special Events

- The installation of the Distance Learning equipment and lines is on schedule.
- The Painting Indiana: Changing Face of Agriculture project is in high gear with commitments from the Indiana State Museum to host the opening of the exhibit, and Minnetrista in Muncie will also be a site. Justin is working on the development of the curricula; an update from the consultants spearheading the project will be presented today. An event to increase financial support will be held at the Center June 21 and hosted by Ted McKinney, Mike Jackson, and Joe Pearson.
- A special program called the Metropolitan Education Program has been developed in collaboration with Farm Bureau's Ag In the Classroom. The program is for Marion County and surrounding counties. Count leadership will be invited to hear about this program at a dinner hosted at the Center on June 7th.
- Urban Garden - We have two requests for the development of an urban garden. The first comes from the Art for Freedom program via the Tabernacle Presbyterian Church, and the second comes from the Slow

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Foods Group. We will be looking to accommodate these requests, which tie into the Center's outdoor development, farmers' market, and education programming.

- The installation of the Normandy Barn exhibit is complete. Please take a look downstairs in the foyer.
- To address outdoor development, a landscape plan for the area around the Barn is being developed, in coordination with the Farmers' Market.
- The Statewide Farm Market Initiative final report has been submitted to OCA.
- Farmers' Market - Vendors total 15 thus far and several are pending. Special activities are being planned for opening day, June 5. We are currently looking at ways to improve signage and visibility along 38th Street. Several mailings to the neighborhoods will also help create awareness.
- A committee consisting of Pioneer Village members has been formed under the oversight of Mauri Williamson. The committee will look at ways to improve, promote and manage set up of the event.
- 360 Group is assisting with investigating a fund raising event which may be held in lieu of the Barn Dinner, but will be directed to a general public audience.
- We will tentatively have a reception Thursday, August 12 to open an exhibit in honor of Lois Trout. This will also be an event in lieu of the Barn Dinner, directed to that audience.

Strategic Planning

- Several meetings have taken place to further develop filters for priorities. A report will be made at the May meeting and this work will continue throughout the year.
- Staff will be developing strategic action steps for the identified priorities. One priority is Board Development. One of those action steps will be to meet with each board member individually. We will be calling to schedule an appointment.

Fund Raising

- We had an opportunity to submit information to the Office of the Liaison for the State of Indiana for possible inclusion in the appropriations bill.
- The third direct mailing has been mailed.
- Government grant research has been completed and did not result in any specific funding opportunities. Meetings with USDA representatives will be scheduled to see if they can assist.
- A broad based letter that will serve to make initial inquiries to certain foundations is underway.

Facility

- The African Community Festival accepted our proposal and will hold their event here. We will work with them to develop complimentary programming perhaps via the farmers' market.

Center for Agricultural Science & Heritage
Executive Director's Report
July 16, 2004

Staff/Administration

- Last month it was reported that we had completed our permanent team of employees with the addition of a full time executive assistant and a part time market master. Unfortunately Laurie Bosin is leaving to start her own business. The Executive Assistant position has been quickly filled, and Marcia Hickman joins the Center's staff July 12.
- We have submitted our slate of Trustees' reappointments to the Lt. Governor's office. The slate was accepted and the following have been appointed/reappointed: Representative Bill Friend, Cress Hizer, Robert Peterson, Representative Greg Porter, Wayne Townsend, Wayne Turner, Mauri Williamson.
- The Center has five interns this summer, working in the following areas: Education Programming, Curatorial, Farm Market Infrastructure, Rural Preservation, and Development. These internships are for college students and the five positions are filled with very qualified candidates. One of the internships is being underwritten by Reynolds Farm Equipment. I have approached Historic Landmarks for partial support of another.
- Master Site Rendering - The updated master site rendering is completed for the time being. It will now be used as a tool to further discussions with the State Fair Commission.
- Branding - The new image will replace the current logo on all collateral, and will be rolled out and introduced later this year.
- The Center recently was contacted twice to assist with hosting international visitors. The first was a representative from Korea's Division of Nutritional Evaluation through the State Department. The second was from the Global Child Nutrition Forum as part of the American School Food Service Association's Annual Conference. Delegates from 15 countries will visit the Center in July for a discussion, followed by a tour to Trader's Point Creamery.
- Trader's Point Creamery wishes to enter into a contract agreement with the Center. This relationship is under review by the Executive Committee and our attorneys and a recommendation will be forthcoming.
- The Center's first July 1-June 30 year has ended. The audit will be conducted on July 26-27th.
- The new brand is being implemented via letterhead which is being printed, and several ads and invitations.
- A newsletter is being drafted and we will hope for an August drop date.
- The website is progressing, with content from all departments having been submitted to the TAP representative.
- A copy of the new rendering is in your packet.

Programming, Farmers' Market & Special Events

- A meeting with the new Purdue staff assigned to assist with farm market promotion took place earlier this month. The meeting was positive and we look foward to a good partnership.
- Installation of the Distance Learning equipment and lines was delayed due to the SBC strike, but it is now anticipated to arrive in July. We will host a group of cultural organizations in July to share the news of the equipment's availability for rental.
- Vendors for the Farmers' Market at the Barn now total more than 15. The season opened June 5th. There was an event at the State Fairgrounds which caused issues with customers. While the Fair was agreeable and did not charge those who said they were coming to the market, many customers either didn't know to ask, or did not enter at all; thus our opening day saw a very small crowd. Cooking demonstrations, music, and other special events are taking place.
- A mailing of over 36,000 pieces was sent to area zip codes to advertise the market. We've had a good

response thus far. Channel 13 will be broadcast from the Market on July 10th.

- The Tabernacle Presbyterian Church and the Slow Foods Group are collaborating on an Urban Garden which is located adjacent to the Normandy Barn. We're pleased to work with these two groups on an educational activity.
- Second Helpings, a not-for-profit organization that distributes food to the needy, comes to the market each day to take any unwanted produce.
- A new program was presented to County Farm Bureau Presidents from the counties surrounding Marion, for their potential support. The program is being coordinated with Farm Bureau to complement the Ag in the Classroom program.
- On June 21st, a group of agricultural executives and other leaders were invited to the Center for a dinner, with intent share information about the Painting Indiana project and gain support. The dinner was successful, with Judy O'Bannon making an enthusiastic speech in support of the project. In August, a group of agriculturalists will be invited to interact with the painters as they prepare for the last leg of their painting Indiana agriculture.
- The African Unity Festival will be held on the Center's campus the last weekend in July. This is being coordinated with the Farmers' Market, and we are developing a program to cross-function with Market and the event.
- The 12th Annual Old Time Farm & Antique Auction will be held on August 21st. A committee meeting recently was held to determine if we could further enhance this event.

Strategic Planning

- Staff has developed short term strategic action steps for the identified priority areas of Board Development, Fund Raising, and Strategic Partnerships. The Strategic Planning Committee has reconvened and determined that their task is to look 3-5 years out in planning, while staff develops action steps to meet the budget/goals for the current year.

Fund Raising

- Senators Lugar and Bayh wrote a letter supporting the Center's request for $10 million appropriation. I have talked with Senator Lugar's office and although a meeting with the Senator was not possible, they have been very responsive.
- A fourth direct mailing is in the works, targeted at increasing the number of Founders.
- A Preview Evening for "A Little Bit of Ribbon, A Yard or Two of Wool, Lois Trout: A One Woman Show (1924-2004) will be held Thursday, August 12. The invitation will serve as a direct mail piece. An admission fee will be charged for the event to cover costs and generate a modest net income. Printing of the invitation was underwritten by Hoosier Energy.
- Specific fund raising calls are currently directed toward the Painting Indiana project.
- We have secured a sponsor for one intern from Reynolds Farm Equipement, another is tentative from Historic Landmarks.

Facility & Outdoor Development

- Dick Thompson offered to paint the Barn. One side (the dormers is considered a side) will be painted each year on a rotational basis. This year the west side of the Barn will be painted. The work is complete.
- A tree has been donated in memory of an individual. We plan to incorporate this naming opportunity into the outdoor definition plan.