

**agInnovation Business Meeting Minutes**  
**September 26, 2023**  
**DeVos Place, Grand Rapids, MI**

Meeting Administration (Matt Wilson, agInnovation Chair, West Virginia University)

- **The consent agenda as distributed was approved by acclamation.**
- **The meeting agenda as distributed was approved by acclamation. Later in the meeting, the agenda was modified to move the Finance Committee and discussion of the Chair's priorities before lunch.**
- **The minutes of the [July 19, 2023 agInnovation Executive Committee Meeting in Kansas City](#) were approved as presented by acclamation.**

Reflections: ESS/ESCAP/agInnovation: A year in retrospect (Matt Wilson)

- agInnovation members were involved in meetings throughout the year: two meetings of the full group, two meetings of the Executive Committee.
- Under Matt's leadership, agInnovation has been engaged over the past year in support of capacity and infrastructure funding.
- The FY2024 Unified Ask was rolled out, informed by Budget and Legislative Committee.
- agInnovation implemented an action plan for communications and marketing.
- We are currently in the process of rolling out the agInnovation rebrand and pursuing a trademark. Directors were involved in the creative development of the agInnovation brand.
- The Finance Committee was established to aid in the annual agInnovation budget development, monitoring of investments, and management of the agInnovation nonprofit.
- The Climate horizon scan initiative is underway, led by Gene Kelly (Colorado State).
- agInnovation and Extension Chairs engaged in visits with partner organizations in DC this year – USDA REE, NRCS, NCFAR, FFAR, NASDA.
- agInnovation sponsored the ACE Conference this year. ACE held an agInnovation rebrand session and a post-conference workshop led by the regional associations on development of a regional voice.

NRSP Review Committee (Mark McGuire, NRSP RC Chair, University of Idaho)

- [Slides from the NRSP RC presentation are posted on the ESCOP website.](#)
- There is capacity for funding new NRSPs in new or emerging initiative areas.
- Voting item 1: NRSP1 Budget Modification
  - NRSP RC recommends approval of the NRSP1 budget request modification to support salary increases for the Multistate Research Fund Impact Writer.
- Voting item 2: NRSP\_TEMP\_8 proposal
  - NRSP RC recommends approval of the proposal with the proposed budget and changed name: *Building applied genomic capacity for animal industries*.
  - There is an expected impact analysis to be conducted at mid-term review.
- Voting item 3: NRSP\_TEMP\_11
  - NRSP RC recommends approval of this new NRSP proposal and budget. The technical team responded well to NRSP RC's concern's about managing expectations with the proposed tool.

- NERA needs to appoint an Administrative Adviser for this NRSP.
- Update on Intent to Submit an NRSP Proposal: National Urban Research and Extension Center
  - The group exploring this urban center has determined the NRSP funding mechanism to be a good fit.
  - NRSP RC encourages drafting a proposal that involves more research and includes how Extension can be leveraged to support research activities.
  - A 2025 submission deadline was recommended to allow sufficient time to prepare a proposal that has a better chance of being supported by the NRSP RC and the Section.
- Update on NRSP 4
  - Received positive mid-term review and was commended for its impact.
  - NRSP RC requested a plan for transitioning away from OTT funding. The renewal proposal should include a budget that shows a reduction in reliance on OTT NRSP funding, starting with a 15% reduction.
- Update on NRSP 9
  - The independent evaluation of the project's accomplishments was very thorough.
  - The creation of a 501(c)3 non-profit was a tremendous step toward demonstrating NRSP9's commitment to developing an alternative business model and decreasing future reliance on OTT.
  - NRSP RC had no reservation with recommending continuation of NRSP9 through the current five-year cycle.
- NRSP Guidelines
  - Changes largely reflect NRSP RC expectations since creating two tracks. For example, contracts for services should be re-evaluated at each renewal; an initial impact analysis is required as part of the midterm review; and the budget may be used to pay for the analysis.
  - References to ESS/ESCOP were replaced by agInnovation where appropriate.
  - agInnovation will cover committee members' expenses to travel to the annual NRSP RC meeting.
- NRSP RC Recommendations
  - Accept the modified budget for NRSP1
  - Accept the Proposal to renew NRSP8
  - Accept the proposal to create NRSP11
  - Accept proposed revisions to the Guidelines
- **Voting was conducted electronically at the meeting. Results of the NRSP voting are listed below:**
  - **Motion 1, Accept the modified budget for NRSP1: 39 yes, 0 no**
  - **Motion 2, Accept the proposal to renew NRSP8: 39 yes, 0 no**
  - **Motion 3, Accept the proposal to create NRSP11: 37 yes, 1 no, 1 abstain**
  - **Motion 4, Accept proposed revisions to the NRSP Guidelines: 39 yes, 0 no**

AG-NGINE (Agriculture National Graduate Institutional Name Exchange) Update (Elaine Turner, University of Florida)

- [AG-NGINE update slides are posted on the ESCOP website.](#)
- The funding commitment from agInnovation is used for:

- Consulting with ENGINE (Engineering counterpart to AG-NGINE)
- Staff salary support
- Computer consulting with University of Florida IT team, building forms and systems
- Overhead at University of Florida

#### agInnovation Rebranding Effort Rollout (Matt Wilson)

- [agInnovation rebranding effort rollout slides are posted on the ESCOP website.](#)
- agInnovation is working to socialize its brand with several different internal and external audiences – e.g., colleagues, partners, supporters, investors.
- [A rebrand webinar is posted on the agInnovation website.](#)
- By the end of CY2023, all identified audiences will be contacted regarding the agInnovation rebrand rollout.
- Wendy Fink (APLU) and Scot Hulbert (WSU/agInnovation West) will be meeting with Non-land-grant Agriculture and Renewable Resources Universities; this is another opportunity to give exposure to the agInnovation brand.

#### agInnovation Finance Committee (Chris Pritsos, Finance Committee Chair, University of Nevada, Reno)

- [Finance Committee update slides are posted on the ESCOP website.](#)
- The Finance Committee, formerly a subcommittee of the Budget and Legislative committee, was designated as a standing committee of agInnovation.
- Finance Committee is charged with managing agInnovation funds.
- The agInnovation TD Wealth cash reserve account will be handled as an endowment fund, using annual gains to support organizational priorities and initiatives.
- Finance Committee membership has been involved with development of a nonprofit organization for agInnovation.
- Next steps: securing 501c3 status and setting up a bank account.

#### agInnovation Chair's Priorities and Initiatives for 2023-24 (George Smith, agInnovation Incoming Chair, Michigan State University)

- [Slides from the presentation of Chair's priorities for 2023-24 are posted on the ESCOP website.](#)

#### agInnovation Budget Presentation (Matt Wilson and George Smith)

- [Slides from the budget presentation are posted on the ESCOP website.](#)
- agInnovation works on a calendar year budget period.
- Proposed assessments to agInnovation this year total \$100k.
- agInnovation National Impact Database support has gone away, this has shifted to the BAA Communications and Marketing Committee.
- Communications and advocacy funding decreases this year as we pivot the rebrand from creative development to rollout.
- Increased budget lines: annual meeting support, promotion line, DCC and Leadership awards programs.
- New budget lines proposed in CY2024: Strategic advocacy facilitation and meetings, agInnovation 501c3.

- **There will be a vote on the Budget conducted electronically after the business meeting. There will be two motions introduced:**
  - **Motion 1: Approval of the assessment (requires 2/3 majority)**
  - **Motion 2: Approval of CY2024 budget (requires simple majority)**

Nomination of agInnovation Chair Elect and Passing of the Gavel (Matt Wilson and George Smith)

- On behalf of the Southern region, Hongwei Xin nominated Steve Lommel, North Carolina State University, to serve as the agInnovation Chair-elect.
- **The nomination of Steve Lommel was approved by acclamation.**
- **Matt Wilson passed the gavel to George Smith, who assumed the role of agInnovation Chair.**

*The meeting adjourned at 1:54 pm Eastern Time.*