We discussed our 2022 Budget.
We were allocated $1,750 and spent $716 General E&O
GROW Initiative Allocated $1,500 spent $716 that included support for Nader Garden Club, the Springfield Library Project, Collaboration with the Oneonta Community Garden and Job Corps

Budget Recommendations:
- Have a simple protocol for expenditures that included approval from Chair and CCE Educator
- Have a simple protocol/template for press releases, articles, and other written work. We had both of these but they've been forgotten over time.
- Add articles/boosts to promote events without budgets to the budget such as Seed Swaps and AAS House
- When our articles include a photo, we tend to be included in Morning Ag Clips

We would like to use our budget to sponsor a speaker - PD for all - All of us having in-depth shared knowledge. The Earth Festival was suggested as a time to offer a speaker for us and the community as well. Francine is contacting Doug Tallamy.

Also, Dr. Steve Reiners, Horticulture Chair at Cornell has agreed to provide a speaker on Plant Breeding to extend our understanding of the process which we can use in our work with home gardeners.

Outreach opportunities
- **Cooperstown Senior Community Center > Connections at Clark Gym 1/5/23**
  They'd be interested in a talk on taking care of your garden tools
- **Pickin' Patch** - space for workshops 12 – 15 - Woman-owned business supporting local crafts people
- **Job Corps**
- Sandra Knapp STEAM coordinator at **Worcester** - Harvest Festival. They want to integrate agriculture from K – 12. Interested in someone coming into the class to talk about composting as well as working with students during Ag Literacy week. Joan

**FB Outreach for 1/2022 – 12/3/2022**
- Reached 27,762 through our FB outreach.
- 2,319 of that number were people reached through the paid boosts. We used boosts for the Plant Sale (2) and the AAS Open House. We spent $30 in total to boost
- The total reach reflects a 99.2% increase in the number of people reached. We’ve increased the number of people who follow our page by 115. That’s a 47.4% increase
- We currently have 822 followers. Oneonta, Cooperstown, and Cobleskill are the three top areas from which we draw users.

FB Outreach in Action
Dec 5 Post - Ag in the Classroom Grant with Grow with US
11 Responses 22 shares on our FB page
It had 2513 views and 151 Responses beyond our page
A teacher in Worcester applied for the grant.