

APR 15 2015 PC

Horticulture Advisory Committee Meeting Agenda
Thursday, December 5, 2013, noon-3pm
Ag Science Conference Room

1. Introduction of staff and advisory committee members
2. Review and approve minutes from last meeting (May 16, 2013)
3. Status Reports
 - Horticulture Unit, Ag Literacy Trail – Dave and Jesus
 - Equipment, Landscape, Building, Student Housing – Tom
 - Turf, IPM, Student Success, Events – Brian
 - i. AG Literacy Trail: The Money Issue
 - ii. Farm/Horticulture Unit Work Days: January 11 and March 15, 2014: 8am-1pm
 - iii. Wiffle Ball Tournament – March 29, 2014 (8am-3pm)
 - iv. Farm Day May 3, 2014 (9-3)
 - v. Debbie Borocho Science Day: “CSI”, May 10, 2014
 - vi. Career Night- May 15, 2014 (5-8:45pm)
 - vii. Agriculture Banquet: Friday May 30 @ 5pm
 - viii. Turf Teams- Student Challenge, January 20-25, 2014
 - ix. Scholarship Award Winners:
 1. STMA – Danielle Booth (Dr. Fred Grau Award)
 2. Benjamin Brown – Street Tree Seminar
 3. Others...
 - VTEA, P.I.E.– Jennifer
 - i. February: Mt. SAC Perkins advisory meeting in Founders Hall- we need two industry representatives at this meeting.
4. Curriculum Review – Brian
 - Nothing new this time. Updated certificates will be in the system July 1, 2014. New certificates will be available in 2015.
5. Program Improvements Update
 - Class in Native / Drought tolerant Plant ID has been approved. Will be offered Spring 2015 for the first time.
 - Exploring getting “water” classes into our department
 - Water Management Course – Tom
 - Water Technology
 - Horticulture Therapy
 - Permaculture
6. Career Night- May 15, 2014 (5-8:45pm)
 - Trying to get Music Recital Hall again
 - Agenda and Format
 - i. Career Fair Committee – Bill Millward
7. Next meeting – May 15, 2014, 1:30-3:30pm
8. Old Business
9. New Business

APR 15 2015 Ac

Horticulture Advisory Committee Meeting Minutes
Thursday, December 5, noon-3pm
Ag Science Conference Room

Attendees: Brian Scott, Tom Visosky, Dave Lannom, Jesus Ramirez, Jennifer Hinostroza, Matt Judd, Karelyn Hoover, Nicholas Staddon, Humberto Mojica, Brandon Linz, David Oborn, Jerry Budnick, Len Ochs, Bill Millward, Valerie Loew, Angelic Rael, Carolyn Bell

1. Introduction of staff and advisory committee members
2. Review and approve minutes from last meeting (May 16, 2013)
3. Status Reports

• Horticulture Unit, Ag Literacy Trail – Dave and Jesus

- i. Dave – Horticulture operations committee meets every other week to plan for the hort unit.
- ii. Jesus – Horticulture unit things are running great. We had about 7 work experience students in fall plus about 12 paid students.
 1. We had 2 plant sales at Descanso Gardens. The fall sale wasn't advertised by the gardens, so sales were lower than expected.
 2. Poinsettia sale is going on now. We had some leaf curl on some of them, but they came back pretty well. We grew 3500 poinsettias this year, and we only lost about 150 to the curl. We pre-sold some wholesale, and we actually had to refuse requested increases in numbers because we wouldn't have had poinsettias to sell on campus.
 3. Nicholas asked if we are growing any of the grafted tomatoes. We are not planning to do so at this point, but it may be a consideration for the future. Nicholas said he has good connections for sources when we decide to do it.
 4. Jerry Budnick asked if we have a regular availability list. Jesus stated that we don't at this point. Several committee members felt that it would be good for advertising if we e-mailed out an availability list or had it listed on our website.
- iii. Dave – Literacy Trail Update
 1. We can see the light at the end of the tunnel on the construction and installation of the horticulture side of the literacy trail.
 2. Our fruit demonstration area is on its second year and produced quite a bit of fruit for the first year.
 3. We will be growing some Avocados and Citrus on the north side, using the mound method of production.
 4. Container garden is about 1/3 done, and Tom's class has been building boxes, patios, and trellises.
 5. Oak garden still has to be constructed – this has not begun.
 6. Signs are ready but we don't have signposts yet.

7. Vegetable plots are almost done, and we're close to planting vegetables.

• Equipment, Landscape, Building, Student Housing – Tom

- i. We're in the process of replacing a tractor and purchasing a John Deere Gator to replace some equipment that has been taken out of use because of safety and maintenance concerns.
- ii. We have a list of equipment that we need to purchase, and we are working our way down the list whenever funding becomes available.
- iii. The landscape around the building is complete, but there are some plants that died and are not warrantied, so they need to be replaced. Tom requested that Brian follow up with Maintenance about replacement of these plants.
- iv. Disney donated some remote control units for irrigation so that students can practice using this technology.
- v. We have some space for students to live on campus and work in the units.
- vi. The vegetable plots have been a fun project because several classes have been involved and we've had a lot of industry support for the irrigation system. We received state of the art materials to make it happen, which is nice to demonstrate for students.
- vii. Equipment program has strong enrollment, but we may need to consider marketing – maybe changing the name of the landscape equipment certificate so that industry recognizes it for what it is. Len Ochs commented that he talks about the program and nobody has heard about us, so he agrees marketing would be good. Len suggested advertising to Maintenance equipment professional organizations.
- viii. We are also exploring the addition of a retail nursery site on the corner of Temple and Grand where we could sell our plants and it would give us good visibility. We are in the design phase of this project now. Matt Judd stated that some space may also be used for bulletin boards with information about our programs.

• Turf, IPM, Student Success, Events – Brian

- i. AG Literacy Trail: The Money Issue
 1. We figure we need another \$10,000 to finish the projects that are started now, which doesn't include the amphitheater and the oak garden.
 2. Brian is meeting with Dr. David Hall to try to see if he has any contacts that might be willing to contribute.
 3. Brian asked that if the committee members can donate or if they know people who might be willing to help out or contribute that they do so.
 4. Nicholas commented about advertising and some of our plans, such as possibly creating a short video to advertise the literacy trail to make it more visible.

5. We have been working with the Mt. SAC Foundation, but there has not been much progress lately. We will be putting more effort into pushing for help from the foundation. Matt Judd suggested hosting an event for foundation donors where we take them around the literacy trail and show them what we have accomplished so far.
 6. Jerry Budnick asked if donations can be made by credit card. Brian stated that he needs to check with the Foundation.
 7. Matt Judd suggested using “kick starter” which allows people to make small donations to contribute to a cause. We need to find out from Fiscal services and the foundation to see if we, as a public entity, can use this method of fundraising.
- ii. Farm/Horticulture Unit Work Days: January 11 and March 15, 2014: 8am-1pm
 1. Jerry Budnick asked previously if labor could be donated. Matt Judd suggested that we would have to check with the foundation and that they would have to have their own liability insurance – we would need to check with Karen Saldana for this.
 2. At the March 15th work day we will be planting the orchard in the demo garden.
 - iii. Wiffle Ball Tournament – March 29, 2014 (8am-3pm)
 1. This will be a fundraiser and there will be different level leagues – kids, adults, etc.
 2. We want to try to incorporate the “horticulture Olympics” to give people things to do when they’re waiting to play.
 - iv. Farm Day May 3, 2014 (9-3)
 1. This is our 4th year doing this event. We invite the community to come out to the farm for free demonstrations and activities.
 - v. Debbie Boroch Science Day: “CSI”, May 10, 2014
 1. This event has been going on for two years. It targets 5th-7th graders. We have booths and activities at the event every year. The kids get to choose several activities to attend. The In-N-Out truck will be here this year.
 - vi. Career Night- May 15, 2014 (5-8:45pm)
 - vii. Agriculture Banquet: Friday May 30 @ 5pm
 1. This is our first time doing it on a Friday. Everyone is invited to attend.
 - viii. Turf Teams- Student Challenge, January 20-25, 2014
 1. The competition is in San Antonio Texas this year. The students started preparing in August.
 2. Chaz Perea spends a tremendous amount of time helping students prepare for the competition and as a coach. He is

one of the main promoters of the competition and he is one of the main reasons the students are so successful.

ix. Scholarship Award Winners:

1. STMA – Danielle Booth (Dr. Fred Grau Award)
2. STS – Benjamin Brown
3. Matt Judd suggested that the scholarship winners' information goes to CB Brown so that it can go on the marquis.

• VTEA, P.I.E.-- Jennifer

i. Jennifer reported that the amount funded through Perkins this year was \$22,999, which covered student lab assistants in animal science classes, conference and travel funding, funding for coaches to travel with competitive teams, and funding for new equipment purchases. The request for next year will be for similar items – conference and travel, new equipment, and student assistants. The committee approved the plan. Jennifer commented that a more detailed request will be sent out to the committee for review before the application is due in April.

1. Mt. SAC Perkins advisory meeting– Usually held in February, but was held in October this year. Jennifer reported that we will need two industry representatives at this meeting. Nicholas Staddon attended the October meeting.

ii. PIE: Jennifer explained what the PIE report is, and how it is used for planning on campus. The PIE report enables us to justify need for funding and for services. Brian said that he would send the report out to anyone who is interested. Matt commented that Jennifer has done a great job making sure that the report is detailed and useful.

4. Curriculum Review – Brian

- Nothing new this time. Updated certificates will be in the system July 1, 2014. New certificates will be available in 2015.
- The new ones still require some research to be done for approval, but the remainder have been approved.

5. Program Improvements Update

- Class in Native / Drought tolerant Plant ID AGOR 35 – Landscape Plants for Southwest Climates has been approved. Will be offered Spring 2015 for the first time.
- We want to work the following into our program in one way or another.
 - i. Exploring getting “water technology” classes into our department – classes on backflow certification, etc.
 - ii. Water Management Course – Tom
 - iii. Horticulture Therapy

1. Jennifer is going to try to attend a conference in April in Portland to see how we might be able to work this in. – The committee voted unanimously that funding should be provided to allow Jennifer to go to the conference.
 - iv. Social Media – Nicholas suggested adding this.
 - v. Valerie suggested adding permaculture courses for a permaculture design certificate. This would be a series of seminars on treating the landscape differently than traditional landscape design. It includes water catchment systems, biodiversity, etc. Valerie mentioned that there is a conference in March called Permaculture Voices that could provide more information.
 1. Nicholas suggested that this might be an interesting topic for career night.
 2. Carolyn Bell stated that community gardens could use this kind of knowledge.
 - vi. Brian would like to talk about how to implement some of these programs at our next meeting in May. He asked that the committee think of suggestions between now and then. He also stated that data will have to be collected in these areas to prove that if we offered these courses that students would be able to use the courses and certificates to improve their success. If you find any good data or data sources, send them to Brian.
 1. Nicholas suggested that a core group of advisors meet to work on this. Nicholas, Valerie, and Jerry volunteered to meet to do this.
6. Career Night- May 15, 2014 (5-8:45pm)
- Trying to get Music Recital Hall again
 - Bill Millward will head up a committee to get at least 25 vendors to commit for the career fair. Brandon and David agreed to participate on the committee to help Bill. Contact Bill at (951) 287-4630 or bmillward@netafimusa.com.
 - Agenda and Format
 - i. Brian asked if the career networking being held before the speakers is still a good idea. The committee felt that it is.
 1. Vendors should be set up by 5:00, and career networking will be from about 5-6.
 2. Brandon suggested a raffle, where vendors bring giveaway items and they give tickets to the people they talk to. That may give students an incentive to talk to vendors.
 3. Another suggestion was a silent auction during this time to raise money for the Literacy Trail.
 - ii. Dave suggested having some people from the public sector to talk about how to get jobs in that sector, because there have been a lot of job openings later.
 1. Jerry will try to get some people from the city of LA to participate.

iii. Topics and Speakers:

1. Permaculture – Valerie Loew
 2. Sustainable Landscape Plants – Nicholas (After Valerie's)
 3. "Charm School" – Career Communication – interaction with people. – Panel discussion maybe? Or an engaging HR person who can make it fun.
 4. Career Networking – Jerry Budnick
 5. Panel Discussion for questions: Jerry, Nicholas, Angie, Carolyn, Valerie
 6. Assignment – Brian asks that everyone try to look for an engaging HR person who can talk about the soft skills aspect.
7. Next meeting – May 15, 2014, 1:30-3:30pm
8. Old Business
- ✿ PLANET Student Career Days – Bill Millward asked if this has gone anywhere. Brian replied that we need someone to raise funds for it and take the lead on it and help students train for it. Bill Millward, Chaz Perea, Jeff Wynn, and Jennifer Hinostrza are willing to work on trying to get this put together.
9. New Business