

AGRICULTURAL ADVISORY BOARD

415 South Pine Street - Walhalla, SC



TEL (864) 638-4218 FAX (864) 638-4168

AGENDA

6:30 PM, MONDAY, September 10th, 2018
COUNCIL CHAMBERS
OCONEE COUNTY ADMINISTRATIVE COMPLEX

1. Call to Order
2. Approval of Minutes
August 13th, 2018
3. Public Comment
4. November meeting date
5. FFA
6. Agricultural month proclamation
7. Heritage fair staffing and meetings
8. Discussion on Marketing and Advertising of the AAB
 - a) Agricultural Directory
 - b) Market-to-Table Contest
 - c) Agricultural Display
 - d) 150th Celebration Activities
 - e) Radio Minute
 - f) Website / Brochures
 - g) Other
9. Invasive species and Pesticide Alert System
10. New Business
11. Old Business
12. Adjourn

Anyone wishing to submit written comments to the Agricultural Advisory Board can send their comments to the Planning Department by mail or by emailing them to the email address below. Please Note: If you would like to receive a copy of the agenda via email please contact our office, or email us at achapman@oconeesc.com.

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AGRICULTURAL ADVISORY BOARD

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4168



TEL (864) 638-4218 FAX (864) 638-

Minutes

6:30 PM, MONDAY, August 13th, 2018

COUNCIL CHAMBERS

OCONEE COUNTY ADMINISTRATIVE COMPLEX

Board members present

Mr. Blanton

Mrs. Sewell

Dr. Gray

Mr. Hollifield

Mrs. Willoughby

Staff present

Adam Chapman - zoning administrator

Media Present

None

1. **Call to Order - 6:30**

2. **Approval of Minutes**

July 9th, 2018 - Dr. Gray made the motion, Mrs. Sewell made the second, vote was unanimous in favor.

3. **Public Comment**

David Thorton of Carolina Bauernhaus brewery in Anderson spoke on the importance of supporting an upcoming bill which would allow micro-breweries, using at least 60% South Carolina grown ingredients, the opportunity to sell their own beers without paying a distributors to do this. Mr.Thorton noted that his brewery is charged 30-50% of retail price to sell their own beer at their own taproom by distributors. Wineries in the state do not need to utilize a distributor and Mr.Thorton believes that wineries and breweries should be treated equally in regards to distribution of goods. Mr.Thorton noted the many different ingredients that are available in South Carolina for beer and that this would allow breweries to purchase more locally and positively impact farmers in the state. Mr. Horton asked for whatever support the AAB could give in regards to contacting local state representatives about this bill.

4. **Heritage Fair Table**

Mr. Chapman asked the board members if they would like to have a table at the Heritage Fair to advertise the work the AAB does as well as the November Farmer and Rancher Listening session and the overall importance of agriculture in the County. The board discussed the matter and came to the decision of having a staffed table for Friday night and Saturday, as opposed to the entire week of the fair. Mr. Chapman indicated

that a vote in favor of the table would mean the member is volunteering to sit a shift at the table.

5. **2nd Farmer & Rancher Listening Session in November.**

Mr. Chapman outlined a possible scenario for the farmer and rancher listening session in case many people came to the session. This would entail a few main informational speakers then breakout session into smaller groups based upon voting district. This would allow the most people to provide input. Advertising for the session will be done through word of mouth, possible radio spots and hand-outs.

6. **Discussion on Marketing and Advertising of the AAB**

a. Agricultural Directory: Dr. Gray and Mrs. Willoughby are continuing to work on the directory.

b. Market-to-Table Contest : Mrs. Sewell has ordered some marketing materials for the contest. Mrs. Sewell has been promoting the recipe contest to the various farmers' markets and other groups.

c. Logo: No further movement at the moment.

d. Agricultural Display: Mr. Chapman is working with the Oconee Cultural Center to create a small display in the County complex that demonstrates the impact of agricultural in Oconee County.

e. 150th Celebration Activities: No further movement at the moment.

f. Radio Minute: Mr. Chapman was in contact with WGOG in regards to creating an advertising spot to showcase agricultural impact in Oconee County. The radio station quoted \$800 per month for two x one-minute spots per day , during peak drive times. There was some discussion and Mr. Hollifield asked if instead of doing constant advertising that we focus the advertising on certain events, such as the Farmer and Rancher Listening sessions. Mr. Chapman indicated he would talk with the radio station and see the opportunities and costs to run occasional advertisements. After an in-depth conversation Mr. Blanton asked for a motion to ask County Council for a \$1,000.00 advertising budget to promote agricultural in general and specific agricultural events via radio, print, and other forms of advertisement, Mrs. Willoughby made the motion, Mrs. Sewell seconded the motion, the vote was unanimous in favor of asking Council for an advertising budget.

g. Website / Brochures : This information was included in discussion in previous elements of this meeting.

7. **Invasive species and Pesticide Alert System**

Mrs. Sewell explained about the Clemson system to alert about invasive species.

8. New Business - None

9. Old Business - None

10. Adjourn - 8:15

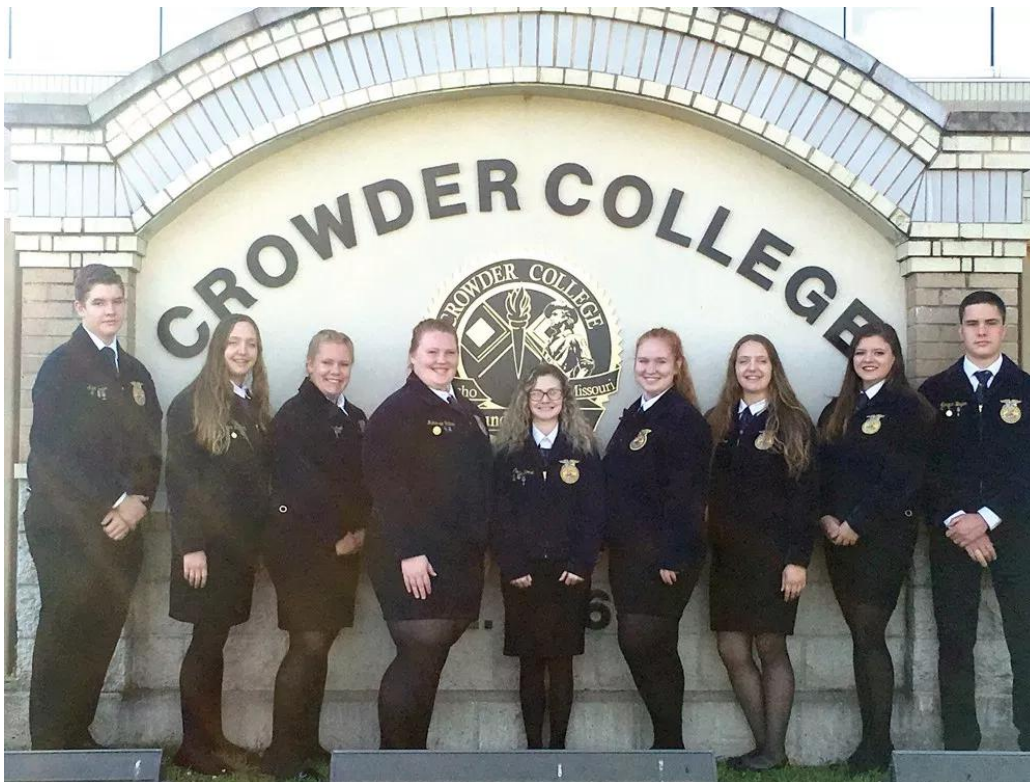
✉ jimmy@thenewsd Dispatch.net

Dispatch

SERVING NEWTON COUNTY SINCE 1882

Seneca FFA earns national award

👤 Jimmy Sexton 📅 August 17, 2018 💬 No Comments



The Seneca FFA chapter has been recognized in the 2018 National Chapter Award Program from the National FFA Organization.

The program recognizes outstanding FFA chapters from throughout the country that actively implement the mission and strategies of the organization.

<http://www.thenewsd Dispatch.net/seneca-ffa-earns-national-award/>

THIS WEEK'S ISSUE

SPINNING STREAK FRIDAYS IN AUGUST 8PM-10PM **\$51,000** CASH AND GO REWARDS PLAY!

The News-Dispatch
Serving Newton County & the surrounding communities since 1882

Opinion County offers naming rights to judicial building

What do you actually know about Big Spring Park?

Personalized parking spaces

Thanks to a grant, new trails coming to SWMO

Seneca students, teachers off to a great start for 2018-19

CBT Community Bank of 2018

Wedding Tuxedos starting at just \$49.95

Jimmy Sexton Photography

communities and strengthening agriculture.

Chapters are rewarded for providing educational experiences for the entire membership.

Chapters that received star ratings during judging July 22-27 will be recognized at the 2018 National FFA Convention & Expo, Oct. 24-27, in Indianapolis.

All star FFA chapters receive honors made possible by corporate sponsor John Deere.

“Feeding some 9 billion people by mid-century brings with it unprecedented challenges for today’s farmers,” said Amy Allen, manager, national corporate contributions for John Deere.

“The skills and experiences learned through the National Chapter Award Program will help meet the critical needs.”

Related

Nelson from East Newton FFA chapter named Area 11 Star Farmer

Seneca FFA receives Top Chapter Award

The Missouri FFA Association recognized Wyatt Nelson, of the East Newton FFA Chapter, as the Area 11 Star Farmer

Seneca FFA placed 15th out of 343 chapters in the state, earning a Top Chapter Award at the 90th Missouri FFA



On this date... March 29, 2018



NEOSHO WILDCATS SUMMER ACTIVITIES

FOR GRADES / EVENT / DATE / LOCATION / TIME

BASEBALL FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (WHEEL BASEBALL) 6-12 6:00-11:00 AM 6-12 (LEONARDSON CAMP) 6-12 6-8 (MEETING ROOM) 6-17 PM 6-12 (OPEN MATCH) 6-8 - 7 PM (RESTROOM ROOM) 7 PM 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 7-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 7-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 8-12 (COACH PHILIP'S CAMP) 7-9 - 10:30 (MEETING ROOM) 7 PM
WRESTLING FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
FOOTBALL FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
CHEER FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
VOLLEYBALL FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
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CROSS COUNTRY FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
TRACK/FIELD FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
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DANCE FOR GRADES / EVENT / DATE / LOCATION / TIME	<ul style="list-style-type: none"> 6-12 (JUNIOR FOOTBALL) 6-8 11, 12, 13, 14 (JUNIOR FOOTBALL) 4-5:30 PM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM 6-12 (JUNIOR FOOTBALL) 6-17 - 6:20 (MEETING ROOM) 6-18 9:00 AM
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