

**MICHIGAN AGRICULTURE ENVIRONMENTAL ASSURANCE PROGRAM  
(MAEAP) ADVISORY COUNCIL (AC)**

**JUNE 22, 2020**

**1:00 a.m. – 3:30 p.m.**

Ron Bates, MSU

MSU Zoom Web Conference

**ATTENDEES**

Ron Bates (Co-Chair), Laura Campbell (Co-Chair), Tom Zimnicki, Brian Geerlings, Scott Simon, Dean Letter, Mary Kelpinski, Lori Phalen, Dale Allen, Jennifer Silveri, Melissa Higbee, Emily Helsen, Jim Johnson, Chuck Lippstreu, Dan Zay, Warren Suchovsky, Kyle Harris, Christine Alexander, Shelly Hartmann

**RESOURCE**

Joe Kelpinski, Josh Appleby, Jason Darling, Erica Rogers, Meredith Smith, John Switzer, Emily Reinart, Ben Schram, Laura Doud, Ben Tirrell, Erin Satchell, Dan Busby, Tom Young, Gib King, Heather Casteel (Scribe)

**PARTNER/GUESTS**

Sarah Fronczak, James DeYoung, Shelby Burlew, Tess Van Gorder, Jon Bartholic, Robert Bourge, Lisa Groom, Kelly Turner

**WELCOME, APPROVAL OF PAST MEETING MINUTES AND ADDITIONAL AGENDA ITEMS**

Ron Bates started the meeting at 1:03 p.m.

No additional agenda items.

**MOTION: MELISSA HIGBEE MOVED TO ACCEPT THE MEETING MINUTES FROM MAY 11, 2020 . SECONDED BY LORI PHALEN. ALL IN FAVOR SAY AYE, UNANIMOUS AYES, HEARING NO NAYS, MEETING NOTES WERE APPROVED.**

**AROUND THE HORN**

Everyone around the room shared their recent activities and events from their organization.

**SYSTEM COMMITTEE REPORTS  
FOREST, WETLANDS AND HABITAT**

2 updated items were 1.10b and taken the same question from other bulletins. The changes are consistent with FAS other tools.

Discussed Critical Dunes 4.02

**MOTION: MARY KELPINSKI MOVED TO ACCEPT THE PROPOSED CHANGES TO THE FOREST, WETLANDS AND HABITAT\*~~A~~\*SYST, AS AMENDED. SECONDED BY WARREN SUCHOVSKY. ALL IN FAVOR SAY AYE, UNANIMOUS AYES, HEARING NO NAYS, MOTION CARRIED.**

**LIVESTOCK SYSTEM SUB-COMMITTEE**

Josh Appleby reported that no additional changes other than it was requested to title it the "MAEAP Livestock Site Screening Tool".

Discussion on question 14.01a) add the word "MAEAP to the medium risk column requirements.

**MOTION: KEVIN GOULD MOVED TO ACCEPT THE PROPOSED CHANGES TO THE LIVESTOCK\*A\*SYST. SECONDED BY JASON DARLING. ALL IN FAVOR SAY AYE, HEARING NO NAYS, MOTION CARRIED.**

### **FARMSTEAD SYSTEM SUB-COMMITTEE**

Josh Appleby reported that there are no additional changes to what was presented other than the change that was incorporated in LAS.

Since approved to LAS no need to reapprove to FAS.

**MOTION: JOE KELPINSKI MOVED TO ACCEPT THE PROPOSED CHANGES TO THE FARM\*A\*SYST. SECONDED BY JASON DARLING. ALL IN FAVOR SAY AYE, UNANIMOUS AYES, HEARING NO NAYS, MOTION CARRIED.**

### **CROPPING SYSTEM SUB-COMMITTEE**

Josh reported that there is just the one educational question that has not changed since the last AC meeting.

Discussion on 4.02) and 1.10b)

**MOTION: LORI PHALEN MOVED TO ACCEPT THE PROPOSED CHANGES TO THE GREENHOUSE\*A\*SYST AS AMENDED. SECONDED BY KELLY TURNER. ALL IN FAVOR SAY AYE, UNANIMOUS AYES, HEARING NO NAYS, MOTION CARRIED**

Any last question before we move on? No questions.

Laura thanked the committees work on these changes. Appreciate all that you are doing and working through all the challenges. Thank you very much.

### **MFB INTERN COLTON AIKENS/PARTNER COLLABORATION**

Laura Campbell introduced Colten Aiken, MFB public policy intern to the group.

Colten said hello to everyone and has been listening to everything.

Colton has grown up in SE Michigan, shown cattle, involved in 4H and FFA.

He will be working on a MAEAP projects, that the AC will be interested in.

Comparison with national programs as well as ones specific to specific commodities.

He will be preparing a comparison document involving Field to Market, and other sustainability programs.

He will be looking at ways to streamline participation in other programs, and MAEAP making it easier for producers.

Colten will come back in October to report those findings to the MAEAP AC meeting.

Asked for overview of the program, how is it funded, what is the reach for each?

Mary Kelpinski added "Pork Quality Assurance Program standards.

Dean Letter asked about a particular program for their Michigan Milk producers.

### **COMMUNICATIONS WORKGROUP**

Meredith provided a report for the Communications Workgroup.

Tom Zimmicki asked what the measure of success is? When it comes to engaging Water Words that Work and MAEAP producers.

Tom asked how many people contact us through website, using tracking information, asking how they heard about MAEAP? Are we using that to track them?

Group shared their views on Facebook and google ads.

As with any marketing campaign, it is difficult to see how many are seeing our message and how many return the interest and sign up.

Is the message motivating the producers to do more for water quality?  
Laura Doud asked what is feasible to track or recording the number of clicks MAEAP web site is getting, or number of contacts, is that information valuable for metrics?  
Should that be reported to this council?  
Discussion on reportable items from MAEAP office to the AC.  
How many farmers in the WLEB are covered under MAEAP?  
A guess from Joe Kelpinski "A neighborhood 125,000 or 130,000 in the entirety out of the one million acres in WLEB."

### **MAEAP VERIFICATION REPORT**

Joe Kelpinski read the MAEAP Verifications Over Time spreadsheet.  
Month of MAY, in-spite of COVID, and everything happening in May.  
Close to a normal May historically.

### **MAEAP UPDATE**

Joe Kelpinski reported New database is taking time to work through and the contractors are organized timely, take good notes, understand the program and complexities through the verification process, and capturing data.  
Twice a week MDARD staff have database development meetings, project meetings, in Sprint 3 of 14, we are still in the early stages.  
This work will lay the foundation for future work that is done.  
User acceptance testing, providing feedback if successful or if improvements are needed.  
Refreshing change from past database development.  
Note for folks in the field getting into the time of year where vacation time will be scheduled, lay off days, just have your producers know that we are scheduling out.  
We are still getting folks in the queue and getting them verified.  
Gerald Miller asked if technicians are on furlough days?  
Answer from Joe is no, it is just MDARD staff, SOM employees.  
4 or 5 weeks into it, and no conservation district folks are affected by this lay off.

### **PUBLIC COMMENT**

No additional public comments.  
October 19<sup>th</sup> of 2020, pushed back to avoid federal holiday schedules, need a host.  
If you are interested, please let Joe and Heather know.  
Optional to include lunch or tour.

**MOTION: JOE KELPINSKI MOVED THAT THE MEETING BE ADJOURNED.  
SECONDED BY JASON DARLING. ALL IN FAVOR SAY AYE, UNANIMOUS  
AYES, HEARING NO NAYS, MEETING ADJOURNED.**

Meeting adjourned at 3:26 p.m.

### **NEXT MAEAP AC MEETING**

**Host:** TBD  
**Location:** TBD  
**Date:** Monday, October 19, 2020  
**Time:** 1:00 p.m. – 3:30 p.m.

Respectfully submitted,  
Heather Casteel