

FEASIBILITY STUDY RECOMMENDATIONS FOR REVIEW AND ADOPTION

August 9, 2010

The Kentucky Agricultural Council's Board of Directors is pleased to share with you the following recommendations that would guide the future KAC organization beginning with the 2011 year.

Background

The Board has met with our consultants in three in-depth workshop sessions to review, discuss and validate the findings of the Feasibility Study data and analysis. This data has included above all the input from you, our KAC members, obtained through one-on-one stakeholder interviews held with a majority of KAC's members; as well as insights gained from other similar organizations in six states and other sources of information regarding association management business models.

We have considered this information in light of the KAC's Bylaws and statement of purpose, and our history, values and unique role within the environment that represents all of Kentucky's agricultural organizations and agencies.

These recommendations represent a consensus view of the Board of Directors and we put them before you for your consideration and discussion, with the intent to adopt them at our upcoming August 19 Quarterly Meeting.

RECOMMENDATIONS

1. The Board of Directors recommends that the organization proceed forward as an independent, free-standing and inclusive entity consistent with the statement of purpose outlined in its Bylaws as follows:
 - "To plan programs and disseminate information that will create an understanding and appreciation of Kentucky agriculture.
 - To enable member agencies and/or organizations to better understand available programs so that Kentucky agriculture may progress more rapidly.
 - To serve as a liaison between private and public agricultural organizations, the Commissioner of Agriculture, the Governor, and the legislature in order to develop and effectively utilize our agricultural resources to the fullest extent.
 - To receive and dispense funds for the purpose of promoting Kentucky agriculture."
2. Consistent with this purpose, the KAC's primary role is to serve as "steward" of the ongoing Strategic Plan for Kentucky Agriculture and its Rural

Communities. The KAC will undertake activities necessary for the ongoing strategic planning process, including the following:

- A. The KAC will update the Strategic Plan on a periodic basis, and will issue reports as warranted on our progress toward achieving the Plan's goals.
 - B. As stewards of the Strategic Plan, the KAC will communicate through internal committees and quarterly membership meetings the status of the plan and important issues facing KY agriculture and rural communities.
 - C. The KAC will host an annual Summit to address agricultural issues, bringing national as well as state, regional and local perspectives to bear on timely subjects.
3. Funding to support KAC operations will be sought from multiple sources, including: membership dues will be set at \$250 for all agricultural organizations and agencies; Ag Summit sponsorships; and requests for ongoing financial support from the Ag Development Board. All organizations and agencies are invited and encouraged to participate in all KAC meetings and events. It is understood that voting privileges will be limited to dues paying members.