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**Full Council Meeting Minutes
July 8, 2016
USDA Service Center
26136 Executive Ln., Richland Center, WI 53581**

Attendees Present: Board members; Crawford; Peter Flesch, Dennis Kirschbaum, Grant; Dale Hood, John Schindler, Green; Betty Grotphorst, Iowa; Bill Grover, Linda Lynch, Richland; Mark Shepard, Gary Peters, Lafayette; Leon Wolfe, Sauk; John Dietz, Gene Hausner, Vernon; Adrian Amelse, Patrick Dayton. **Staff members;** Executive Director, Wendy Warren; Invasive Species Coordinators, Emma Antolos and Don Barrette; Grazing Specialists, Dennis Rooney and Robert Bauer, Stewardship Forester, Bandon Bleuer. **Guests in attendance;** Intern, Anna Gitlin, UW Platteville.

Meeting was called to order at 10:30 a.m. by Chair, Hausner

Agenda Additions/Approval: The agenda was approved as presented.

- Motion to approve agenda as presented by Hood, 2nd by Grover, motion passed.

Approval of Minutes: Minutes from 4th Qtr (Dec. 4, 2015) and from 1st Qtr (March 18, 2016) meetings were reviewed.

- Motion to approve 4th Qtr minutes was made by Wolfe, seconded by Flesch, motion passed.
- Motion to approve 1st Qtr minutes was made by Kakde, seconded by Grotphorst, motion passed.

Financials: Warren presented the financial statement and highlighted the favorable checking account balance and total receivables at a large amount, reflecting several grants needing to be submitted for reimbursement. Warren next presented Profit and Loss statements for 2014 and 2015 for comparison. The year end 2014 reflected a net income of negative \$40,164 and 2015 reflected a net income of negative \$68,755. A Balance sheet for year end 2014 and 2015 were also provided for comparison. Warren noted that the negative numbers do not reflect the real end of year financial status as much of the negative income merely reflects grant reimbursements yet to be requested or paid. Finally, a year to date Profit & Loss Statement was reviewed for the current year and last year. The net income in 2015 reflected a negative \$55,279 while the net income for 2016 year to date reflected a more favorable \$1509. Discussions resulted in the following recommendations;

- Make the financials a bit less cumbersome and publish a less detailed Profit & Loss report
- Calculate Citizen Rep time and mileage for in-kind donation, as well as sub-committee meetings for more accurate reflection of in-kind donations.
- Recommendation to begin conducting development work for outside donations to support our administrative/overhead (baseline) budget.

- Schindler moved to accept the financial statement, Peters seconded, motion passed.

Executive Directors Report:

Warren discussed the need to hire a bookkeeper. She noted that having Danielle on as bookkeeper was helpful at first, since she already understood SWBadger books. Now that Warren understands them as well, it is time to hire somebody that will be more accountable to the organization and cost less per hour. Currently we pay \$35/hr to Workforce Development for Danielle's services.

- Kakde motioned to authorize Warren to hire a bookkeeper at a more cost effective rate than we are currently paying. Lynch seconded, motion passed.

Warren discussed the fact that potential grant funding opportunities arise with deadlines quicker than the council meets and each requires written authorization for the Director to make application. Therefore, Warren asked the Council to vote

to authorize her to apply for any appropriate grant funds, but to seek Council approval prior to accepting any grant funds and signing contracts.

- Motion was made by Grover to grant authority to the Executive Director to apply for all appropriate funding opportunities, and to require Board approval prior to signing off on contractual obligations related to new funding vehicles. Wolfe seconded, motion passed.
- Motion made by Grover, seconded by Wolfe to authorize Warren to sign NRCS updated Cooperative Agreement and Citizen Monitoring grant (WIDNR). Motion passed.

Warren discussed the use of residual grant funding to purchase land leases for grazing broker, prescribed grazing demonstrations for three years. The properties leased could then be sub-leased, resulting in a marginal amount of income being generated for the grazing broker program over the next three years.

- Peters made a motion to authorize Warren to arrange leases with property owners using NFWF Grazing Broker funds to be rented to Beginning Farmers if possible. Seconded by Grover, motion passed.

Warren discussed the current and potential work by staff in other counties. There was discussion about whether or not those counties should also be asked to pay the annual support fee. Warren noted that they would surely be asked.

- Hausner suggested we check the by-laws or make amendments such that working outside the county could be supported if a cost/benefit analysis suggested that expenditures would be covered.

Warren briefed the members on the basics of fundraising, why focus on individual donations vs. corporate, and the concept of link, ability, and interest.

- Members also noted that a marketing effort, and perhaps marketing awareness training was needed in order to increase program visibility.

Executive Committee Report: Vice President Kakde discussed the procedure now being submitted to the Board to initiate a **strategic planning effort**. Kakde noted that a strategic planning process had occurred during the transition period around 2011, but that much had changed since. Further, Kakde noted that the process should be as streamlined as possible, and would start with a survey crafted in consultation with staff and board members. The survey would provide feedback to be used during the strategic planning process. The survey may even be used to provide feedback from various audiences. A Task force would be needed to lead the strategic planning effort.

- Members noted concern that some strategic planning efforts are useful, and some are a waste of time.
- Amelse highly recommended that the strategic plan have Actionable, Measurable, Clear Action items that could be tracked at each Quarterly meeting.
- Members Hausner, Dayton, Lynch Bleuer, and Bauer agreed to participate on the task force and draft a survey.

Finance Committee Report: The Finance Committee had not met yet, so there was no report.

Staff Member Project Updates: Each staff member provided a brief overview of their recent accomplishments.

Council members made the following recommendations:

- Get brochures to Council members
- Use rack cards as opposed to brochures
- Reach out to FFA, 4-H and extension more often with regard to programming and volunteers
- Get brochures onto web page.
- Add links to other organizations' upcoming events to our website

Board Vote on New Council Member Patrick Dayton, prior Stewardship Forester with 10 years of service.

- Amelse motioned to accept Dayton as a citizen representative for La Crosse County. Seconded by Kakde, motion passed.

Adjournment: Warren reminded everybody that lunch would be provided as well as a few lessons on invasive species education and forestry practices immediately following the meeting at Boscobel boat landing.

- Grotophorst moved to adjourn at 12:35 p.m. seconded by Schindler, motion passed.