

Wisconsin Conservation Congress Strategic Plan Implementation Committee MEETING MINUTES



ORDER OF BUSINESS	October 15, 2015	10 AM	Mead Wildlife Area, Milladore
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

MEETING CALLED TO ORDER BY	Jayne Meyer at 10 am
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B. ROLL CALL

ATTENDEES	Ron Waller, Jayne Meyer, Dale Maas, Paul Reith, Michael Murphy, Doug Burrows
EXCUSED	Adam Kassulke
UNEXCUSED	
GUESTS	Kari Lee-Zimmerman, Art Lersch

C. AGENDA APPROVAL/REPAIR

DISCUSSION	Motion Dale, Doug
ACTION	Approved

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Dale - Doug
ACTION	Approved

E. PUBLIC COMMENTS

DISCUSSION	None
ACTION	None

II. INFORMATION & ACTION ITEMS

A. REVIEW OF PLAN PROGRESS

ART

DISCUSSION	<p>Art on Goals discussion of items adopted by Conservation Congress floor in May of 2013– Strategy on page five discussions, item three – general discussion on involvement of congress involvement with dept. strategies - and goals. Taking of meeting minutes of the executive council and state convention and the elimination or reduction of a counselor as a recording secretary and to have a person strictly as the recording secretary at those meetings – purchase of a lap top for congress use only for the secretary’s position used for record official congress use – continue to push and steer for a better way to have a member from WDNR staff or non-committee member do the meeting minutes. Discussion followed after motion with back ground conversations on reason for recording digital recorder needed discussed – goal one on page seven was discussed – rules or another committee to discuss combining districts and status on that – Advise this committee to follow up on the districts structures – representation per capita issue discussed – representable of accountability and standards discussed – Motion – Mike second Paul to relay the results/discussions from the rules meeting on the district structures be reported back to this committee by Jayne – passed -</p>
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ACTION	<p>Motion: by Murphy, second by Doug - for the executive council, and the state convention meetings to seek a non-committee member, or dept. staff at the meetings , but not an involved in the committee member to take the meeting minutes – passed unopposed - Kari discussed a three minute power point teaser on the congress – outreach to public – \$3-\$5,000 per finished minute – expense and budget money for the video discussed – allocation on a small budget for this item - professional quality of a good outreach presentation – legislature line items the congress budget each year approximately 62 K for 2015- ballots come out of congress moneys stated by Kari – exploration of other options to differ the costs discussed – outreach and public relations committee continue to work on media relations and funding for the same – add a task under the strategy to include the video –</p> <p>Motion: by Ron, second by Doug, to assign the task of a Congress video creation under the strategic plan to have the Outreach Committee take the lead on its creation –Motion passed</p> <p>Continued discussion on the strategic plan – alliances with local clubs with congress page 8 item 2 – stronger ties with county alliances and the communication between those clubs and the congress discussed – discuss alliances organization involvement with the WCC work to further involvement – task A under # 2 listed – contact list from the WDNR – ask for a copy of the contact list be forwarded to this committee and Kari stated in front of this committee that she can e-mail it to us – modification the activities by adding to the tasks to begin the creation of the process to help form the alliances – established long term/known addresses/ (from alliances and clubs) mechanism be in place – leadership updates for clubs – county delegates get a yearly copy of local clubs within their counties – lists updated possible sources to accomplish that task – creation of an organization to follow up on the outreach of clubs – post cards to clubs and updates mailing – financial costs involved to get club info discussed for reach out info – route to doing so discussed, shout out, or mailbox, web page posting – prior to the fall district meeting an organizational update request for collective knowledge of clubs within counties from the delegates – assignment of a committee to take the lead discussed – outreach to take the flag with heritage working on this item too so the WCC gets impute working towards a united voice –</p> <p>Motion: by Dale, second by Ron, to add to the proposed task to provide the tools (i.e. : power point – list of talking points – benefits) necessary to form and create an alliance in each county to either support current, or create new alliances with the clubs and identify the clubs – discussion followed - voice vote passed unopposed. Key strategy on page 10 - # 6 tracking outcome of resolutions – historian to compile – early stages of creation of a compiled list as to status – continued tracking – committee chairs to forward the resolutions results to the historian for tracking - tracking after the convention and forward – communication/concepts of the resolutions progress or level of where the resolution ended up at – WDNR liaisons and historian work together for tracking and recording the resolutions – item 6 – B discussed on disposition WDNR sends out letters to author on meeting date, then committee chair or sect to inform authors of results, then congress chair, vice, or sect to notify author of ending status within counsel – final ending of resolution to have the historian to reach out to the authors on a final status letter from the dept. on where the resolution completed its run - software package for storage of resolutions – costs involved – web access issues – generate a report for posting to the web site – externally posting the status and results of resolutions – critical of tracking and assigning of a person with in the WCC to do the task – Goal three discussion – CDAC committee status currently discussed as to status of – public participation – results of the WDNR CDAC survey taken from the CDAC members be released to this committee for review – goal four held off - break at 12 noon – as of this meeting date the results of the WDNR conducted CDAC member pole are not yet compiled and made public – 2B</p>
PERSON(S) RESPONSIBLE	DEADLINE

B.

DISCUSSION	<p>Item 2 – B.. The need for additional meetings of the executive council discussion. This item was returned to the committee for further clarification of intent. – monster meeting in January considered to long – early to late fall proposed meeting to discuss and take action on committees that have met by that time reducing the load at the January meeting – attention spans can be taxed during long sessions - possible to deal with any items from the state convention – timely feed back from items dealt with to that point with a fall meeting – May to January gap on info – actionable discussion – to create a fall meeting date to conduct business within the council on all discussion and actionable items from the date of the last council meeting and to monitor/report the progress of the strategic plan. Motion passed. –Meeting may include, discussion on items needing attention – proposed through discussion of SP group to meet prior to the proposed fall council meeting – items that can be dealt with on that meeting prior to the January meeting lengths – two one day January meetings discussed during the motion debate – report once a year from the SP group at the fall meeting – try to have a shorter meeting in January by creation of a fall meeting to split the loads – suggestion to follow closely after the fall district meetings to discuss any items that came up at the district meetings – decrease over</p>
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	night stay costs with a fall meeting vs. a long January meeting – “ II – C “Report on the 2015 October strategic plan implementation meeting in January of 2016 and to have a standing agenda item on the progress of the strategic plan implementation – as a generic agenda item on every counsel meeting leaving time for the discussion of the plan – not directly taken action on any one item in the plan unless itemized in the agenda for action – keeping the plan on the radar to the public and delegates -
ACTION	Motion: by Mike, second by Paul - to create a fall meeting date to conduct business within the council on all discussion and actionable items from the date of the last council meeting and to report the progress of the strategic plan – passed unanimous -
PERSON(S) RESPONSIBLE	DEADLINE

C.

DISCUSSION	<p>Strategic plan item on each Executive Council agenda – list items on Executive Council agenda(s) that are a part of the Conservation Congress strategic plan process with the open agenda item - monitoring the progress and documentation of it beneficial if noted on the agenda as a discussion item(s) stress the importance of what the congress should be doing ***** ITEM II – D – topic of the evaluation survey results done at the State Convention – flexible plan talks – communication of progress and the survey results – item/space/time on the agenda at the state convention each year for future surveys – 25 % return from delegation – page 5 question three discussion about other topics, weak response and more can be done by the listed comments - educate the schools – local congress delegates going out into the schools – bigger impact in the educational process –Art to format a summary for the committee review, comments then back to Art, then out to the general delegates on e-mail from liaison – themes discussed ***** ITEM “E” on addressing plan implementation areas of most concern based on survey results – “item 1” public relations – on going within the congress delegations – introduction of the local county delegation at the spring hearings and the committee(s) that the delegation is on – “item 2 on “E” – discussion on impute or lack of it at hearings – ballots discussed – place a question on a 2016 survey why delegates feel or perceive – type of questions that are on the spring as to attendees – why do the attendees leave early after completing the questions and not involved in discussions –*** item 2 number 3 back ground from Kari on youth participation – funding of the youth delegation, how to get funding for it – mentors needed to sponsor/work with the children – concerns over adults with children and the issues that could arise from that, and the public perception of a delegate alone with a youth delegate – wildlife federation youth delegation protocols requested for committee as to delegates liabilities – background checks - insurance liabilities – inherent risk questions - What does 4H do discussion – field days in March – advice from other youth group(s) to see what organizations like KAMO kids, 4H, Wildlife Federation do and get some research data on it – ITEM 2 E number 4 diversifying the WCC delegation in the future – ladies are still few in numbers – peoples interests and perspectives – interests dictate what type of delegation that the congress has – concrete action may not be available at this time – cultivation of an even more open approach towards new delegates – cultural change needs to come from the top leader, down to the lower delegates - ITEM 2 F.. organizational structure review – much has changed – COP changes, missions, selection of committee members – discussion on increasing districts from the present 12 to more based on people numbers represented – talk on committee chairs should only be chairs on one committee to increase delegate involvements within the congress – fresh ideas – COD states that counselors should hold one committee chair seat –this item needs further discussion in the future on this issue as time warrants for it - ITEM 2 G .. Additional strategic plan evaluation follow up – discussion on the clear role defined of this committee and what this committee should do in the years to follow – ability to have a follow up committee to follow up on what this committee has acted on – suggested tactics on moving forward the strategic plan – discussion as to assignment of plan initiatives and authorities to do so discussed – authorization – identify the methods to be used and to assign them – have a device in place to move the plan forward – review the mission statement on recommendations of implementations – the council created this standing – BRING UP TO THE COUNCIL IN JANUARY – to verify the mission statement of this standing committee and actions - oversight body – move this committee meeting to July or Aug for 2016 to discuss the 2016 May convention survey results and other agenda items - move this meeting at the head of the 2016 post state convention committee schedules - ITEM 2 H – teleconference after today’s report, or response to Art’s report that will be generated by today’s meeting additional suggestions from the members of this committee eg act 21, lack of delegate discussions, electronically balloting lack 0on non hunting questions on the questionnaire, the current new ways the department places questions , member of the SP group to review and reply to Art on these items discussed today and wrap up of today’s items – ITEM 2 - I – next steps/next meeting - Arts report that will be generated by today’s meeting additional suggestions from the members of this committee</p>
ACTION	Motion/Mike second Doug to place a question on the strategic plan 2016 survey as to why the delegates feel that there is a lack of people coming to the spring hearings after a review of the 2015

	survey. Voice vote – all vote in favor	
PERSON(S) RESPONSIBLE	DEADLINE	

III. MEMBERS MATTERS

DISCUSSION	general overall comments to wrap up – on line vote discussion – delegation of authority better by council -
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	3:17 pm CDT - Dale and Doug adjournment -
SUBMITTED BY	Michael J. Murphy
DATE	10-15-2015