

# Wisconsin Conservation Congress Outreach & Public Relations Committee

## Meeting Agenda

Thursday, October 1, 2020  
6:30 pm



**NOTICE IS HEREBY GIVEN** that the Outreach & Public Relations Advisory Committee of the Wisconsin Conservation Congress will convene at 6:30 pm on October 1, 2020 via Zoom to review the agenda below. Please log on to the meeting at 6:15 pm so that we can assist with any technical difficulties before the meeting begins at 6:30 pm.

Meetings of the Wisconsin Conservation Congress are public meetings and open to participation by any member of the public. If you would like to participate in this meeting, please register at <https://zoom.us/meeting/register/tJcqcOGrrDwoHdQeA1u5a8AmgS-DA7atCCE9> to obtain access information for the Zoom meeting.

### ORDER OF BUSINESS

#### I. Organizational Matters

- A. Call to order
- B. Roll call for each committee
- C. Agenda approval or repair
- D. Review committee mission statement

The mission of the Wisconsin Conservation Congress Outreach and Public Relations Committee is to:

- Review both internal and external issues, suggestions, and procedures that have been advanced by Congress members, the Natural Resources Board, and the public pertaining to the role, visibility and function of the Congress.
- Discuss potential ways to help the Congress more effectively accomplish its mission, as well as remain a relevant and responsive organization.
- Work to engage the citizens of Wisconsin in productive discussion and exchange of ideas regarding natural resource management.
- Examine the means to promote the role, visibility and function of the Congress through all appropriate public outreach efforts.

#### E. Public comments

*Citizens who wish to address the committee should contact one of the committee chair **Terri Roehrig** at (920) 540-2775 prior to **September 29, 2020**.*

#### II. Information & Action Items

- A. Old Business/ follow up
  1. Manuals Created for Trailer Use
  2. Citizen Facing Video – can we use the WCC video?
  3. Video displays in trailers-Cassandra/Brad to report out on findings
  4. Banners
  5. Brochures – updated and sent to delegates
  6. Business cards
    - Reminder Communication?
    - Added to Website as Delegate Resource

7. Trailer update-Progress with the funds secured? – Dale Maas
8. Friends – Milwaukee Show
9. Delegate Training
  - Meeting prior annual convention
    - Introduce to others outside of county
    - Processes, committee assignments
  - Topics prepared/generated and sent for review/feedback – Peter/Cassandra
  - Delegate Profile

B. New business

1. FB Posts/Status/Boosting – Justin Loehrke to report out
2. Draft Outreach Plan Proposal Review, Discussion, Action Plans
3. Website
4. Future committee meetings

III. Member Matters

IV. Adjournment

Give Us Your Feedback:

Following your committee meeting, please take the time to complete the WCC Advisory Committee Evaluation Form and provide leadership with input and feedback on how well the committee functioned.

Visit <http://dnr.wi.gov/about/wcc/local.html> and click on Advisory Committee Evaluation Form under Delegate Resources.

**Committee Chair and Vice-Chair:**

**Terri Roehrig**

**(920) 540-2775**

**Justin Loehrke**

**(920) 841-2192**

**NOTE: Per the WCC Code of Procedures VII.J.3, committee members must notify the committee chair no less than 5 days prior to the scheduled meeting to confirm your attendance.**