

August 23, 2010
WCC Outreach Committee
Wautoma DNR Service Center

5:53 pm meeting called to order by Larry Bonde
Duke Welter and Kurt Thiede excused
Committee members present are Dale Maas, Lee Fahrney, Rich Kirchmeyer, Larry Bonde, Rob Bohmann, Christine Thomas
Also present are Ed Harvey and Kari Lee-Zimmermann

Introductions:

Larry Bonde is interested in potential for Congress outreach and wants to see things through. His expectations for tonight are to compile ideas for areas of improvement for the Congress to reach the public and bring quality information to the NRB. Bonde wants to then prioritize ideas and to focus on a few things to work on.

Lee Fahrney is pleased with accomplishments that came out of the Outreach committee when it convened a couple years ago (such as the Wall of Fame, increased participation of youth, the WCC newsletter) and thinks we can do other great things for the Congress this time. Fahrney is particularly interested in the advancement of the youth conservation congress.

Dale Maas' motivation to take part in this committee was to improve quality and perception of the Congress and to continue the commitment to youth involvement. Maas wants the Congress, and this committee in particular, to be a clearing house and field new ideas coming through delegations. The Congress needs to make sure that their worth to the NRB is proven.

Ed Harvey is not on committee, but sitting in on the meeting as Chairman of the Congress. Historically, this is the 4th time a committee like this has been convened. Harvey feels it is important that the Congress constantly be looking at themselves and bringing in people in from the outside to help us look critically at how they do business. Ed commented that this is the first time a committee like this has ever had people from the NRB sit in. The Congress needs to look seriously at the role of the WCC so they provide a valuable resource to the NRB, DNR and Legislature.

Rob Bohmann thinks that it is important to get the outreach committee up and running. Bohmann is concerned with the perception people have that no one is listening to them. He is also very concerned that a large percent of people don't know what the WCC is or what the Spring Hearings are and concerned that things get stuck in committees. Rob would like this to be a standing committee.

Rich Kirchmeyer is new to this committee and feels the chronicle is excellent outcome from this committee along with the Wall of Fame. Kirchmeyer would like the Code of Procedures to be looked over and would like there to be repercussions for chairs and officers not running meetings properly.

Christine Thomas is acting as a NRB Liaisons to the Congress for this committee. Thomas wanted to be a part of this committee because she cares a lot about Wisconsin's resources and WCC is an important Wisconsin tradition which has given a lot to the natural resources and sporting tradition of Wisconsin and she feels it is worth spending some time on.

Bonde—The Wall of Fame display needs ongoing maintenance, a banner, and signage needs to be checked. A packing diagram would also be helpful for the Wall of Fame.

Input from Duke Welter was read to the committee.

The issues below were identified by the committee as possible areas of improvement. Once the areas were identified, the committee members each ranked them in order of importance. The results are as follows:

- 1.** Is the Congress doing a good enough job of letting people know who they are and what they are working on? Do they need more press releases, maybe a consistent presence in publications such as the Outdoor news? Different venues for letting people know when committee meetings are...Chair's Corner updates, keep the WCC in the eye of the media...different types of audiences are attracted to different medias (Facebook, twitter)
- 2.** Are the spring hearing relevant in today's society? Is online voting something to look at to get more people (particularly youth) involved? How does the Congress get more people involved? Does the Congress need to look at getting a more diverse group of people involved? Would something like online voting or some other option get more youth involved? Could already organized groups such as 4H, FFA, Boy Scouts, etc, be a source to utilize for disseminating information.
- 3.** There seems to be a significant number of study committee, district and county meeting officers that are not following Robert's Rules of Order or the Code of Procedures when conducting their meetings. Does the Congress need to take up a more extensive educational effort to make officers aware of public meeting requirements? There are currently no ramifications if procedures are not followed correctly, but if the Congress wants to be identified as a well spoken, respectable organization, protocol needs to be followed.
- 4.** How does the Congress handle regional and local issues vs. statewide issues as they relate to Spring Hearing questions? This becomes an issue particularly with fisheries issues. Does the Congress need to look at rules which would discourage "shotgun resolutions" such as requiring that they pass in a majority of counties in which they are introduced? The Congress needs to look at resolutions that keep coming back year after year and aren't getting out of committee? This contributes to people feeling like they are not being heard. Are they from the same persistent author, or are these ideas that are coming from different people and different parts of the state?

5. Should the WCC start a scholarship to help get youth involved? What types of fund raising could the WCC do to increase funds and what types of projects should the funds go towards?
6. How should the Congress address “shotgun resolutions” and “re-run resolutions” that can’t make it out of committee?
7. Should the WCC take more of an interest of environmental issues? The perception is that the Congress is “a hook and bullet organization.” However, the WCC statutory authority is to advise the Department and NRB on all NR issues. Would expanding the issues that the WCC takes interest in, broaden the diversity of people involved and create a more inclusive organization?
8. Legislative activities that delegates participate in should be enumerated in COP so that there are no questions about what is appropriate behavior.
9. Should the Congress look into how they utilize the time at the state convention?
10. Should the WCC address any perceptions that the WCC is a “closed society” at the highest levels of the Congress? What could be done to address such perceptions?

Fahrney-Youth Conservation Congress-OH Committee would like to appoint a sub-committee to help determine logistics such as how are youth going to pay for attending these meetings? Are chaperones needed? (Harvey approved sub-committee)

Conservation clubs to sponsor kids, 4H, FFA

Mary Kay, Dan Schroeder, Theresa Stabo, Randy Stark would be good potential Department staff for input on Youth Conservation Congress

Kirchmeyer- Would like to see resolution numbers stay with resolutions so they can be more easily tracked through the process. Lee-Zimmermann advised we can keep it with the resolution when it goes through committee, WCC side of book, and DNR side of book...no action needs to be taken on this.

Bonde-The next meeting will be a 9am-3pm, all day meeting probably in Wautoma.

Member’s Matters

Bohmann would like to have NRB use the WCC to facilitate special committees.

Fahrney would like a power point presentation be made available for delegates to give presentations on the WCC in their communities. He also would like to recommend we have a mission statement for this committee to help guide the work this committee does.

9:00 pm adjourn

Kari Lee-Zimmermann