



Wisconsin Conservation Congress
 Strategic Plan Implementation Committee
 Meeting Minutes

WCC Meeting Minutes
 Form 8300-026 (R 09/16) Page 1 of 3

ORDER OF BUSINESS	12/13/2016	10:00	Portage County Library
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Jayne Meyer at	10:01
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B. ROLL CALL

ATTENDEES	Jayne Meyer, Terri Roehrig, Douglas Burrows, Alan Balliett, Ron Waller
EXCUSED	Jim Thompson, Dale Maas, Jason Dorgan
UNEXCUSED	
GUESTS	Art Lersch, Kari Lee-Zimmermann

C. AGENDA APPROVAL/REPAIR

DISCUSSION	None
ACTION	No Changes

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Reviewed
ACTION	No changes

E. PUBLIC COMMENTS

DISCUSSION	No public guests
ACTION	No action

II. INFORMATION & ACTION ITEMS

- A. B. 1. Track and communicate the outcomes of resolutions advanced through the WCC [PRESENTER]

DISCUSSION	Lee-Zimmermann: Plan is to track, but no database currently available.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

- B. B. 2. Collect and communicate data on how well the WCC is known and perceived. [PRESENTER]

DISCUSSION	<p>Meyer: We are getting more information out there - website, presentations to sporting groups, brochures, but how to collect metrics on feedback and impact?</p> <p>Meyer- Sporting groups can be contacted in the winter.</p> <p>Roehrig: Delegates need to get in front of the alliances and organizations.</p> <p>Burrows: Most sporting groups are special interest groups, and really only involved and receptive for their specific interest.</p> <p>Meyer: Interaction with sports groups is sometimes not pleasant because of the varying level of opinions of members of the other organizations.</p> <p>Lersch: How can we get participation in an online survey? Maybe pilot in a certain county?</p> <p>Lee-Zimmermann: We should talk to a social scientist on DNR staff to scope questions and ensure we get the sample that we want.</p> <p>Lersch: controlling the the sample range can give you a view of what you're expecting.</p>
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	<p>Meyer: Maybe a more public survey like a retail establishment could yield an interesting result. Lersch: Even if a sporting group knows what the WCC is, how deep is that knowledge? Burrows: Not deep at all. With the DNR reorg, the spin could influence the perception of the WCC. Roehrig: Need a script for the same information delivered among the delegates. Roehrig: Also a survey for delegates to understand what the involvement is.</p>	
ACTION	<p>Lee-Zimmermann to talk to Ben Beardmore Burrows to review survey through Outreach Committee, already on agenda!</p>	
PERSON(S) RESPONSIBLE		DEADLINE
Lee-Zimmerman & Burrows		L-Z:12/23;B:12/13

C. B. 3. Increase interest surrounding and participation in the hearings [PRESENTER]

DISCUSSION	<p>Meyer: Concerned in the past about online voting because it's difficult to control the field of voters. Reith: The hearings are testimony, not a town hall meeting for Q & A. Lersch: Is there opposition to online voting? Lee-Zimmermann: Yes. Consistently. Meyer: But how would the delegate election happen? Reith: Transition period with both would be most reasonable. Questions both online and at the hearings, Elections in 3-5 years. Then could assess the overall success/challenges moving forward Lersch: If the statewide vote is in favor of online voting, and the delegation still does not support it, what is the alternative to reverse the trend of declining participation? Reith: The WCC is not aligned by committee with the DNR, or with changing demographics of the public. Roehrig: And the WCC is not aligned with the Legislature and vice versa.</p>	
ACTION	Wait for Spring Hearing results	
PERSON(S) RESPONSIBLE		DEADLINE
		April 2017

D. B. 4. Continue to foster communication between WCC leadership and delegates [PRESENTER]

DISCUSSION	<p>Meyer: More open communication with the author is in place prior to leadership meeting. Waller: Now it's on the books, but people were often given a chance historically. Lee-Zimmermann: There are communication guidelines in the District Councilor Code of Procedures. Meyer: Add survey item - is your councilor giving you the information you want? Lee-Zimmermann: A disciplinary process is being developed to help maintain delegate alignment to the Code of Procedures</p> <p>Motion by: Balliett Second by: Roehrig Recommend that the Chair clearly communicates the progress made in this area to the delegation. Motion passed.</p>	
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ACTION	Contact Chairman Bonde to request he communicates the achievements in fostering communication within the WCC	
PERSON(S) RESPONSIBLE		DEADLINE
Meyer		12/16/2016

E. C. Next steps after 2018

[PRESENTER]

DISCUSSION	Meyer: Would like to see a new 5 year plan effort Lersch: Possibly annual planning? Waller: Need participation at all levels in strategic planning Motion: Burrows Second: Roehring Ask Leadership Council to approve Annual Meeting presentation and request annual planning moving forward the body of the WCC	
ACTION	Ask for presentation and affirmation Ask Outreach committee for additional questions	
PERSON(S) RESPONSIBLE		DEADLINE
Burrows		2/12

III. MEMBERS MATTERS

DISCUSSION	Burrows: Zoom Meyer: Technology Committee needs to explore and deliver preferred platforms
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	1:39PM
SUBMITTED BY	Paul Reith
DATE	12/13/2016