



Wisconsin Conservation Congress
 Outreach & Public Relations Advisory Committee
 Meeting Minutes

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

ORDER OF BUSINESS	02/11/2017	9:00 am	Portage County Library, Stevens Point, WI
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Lee Fahrney at 9:09 am
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B. ROLL CALL

ATTENDEES	Robt. Traczyk, Frank Pratt, Michael Britton, Howard Jackson, Ron Krueger, Pearl Holmstadt, Doug Burrows (Sec), Peter Hellios, Dale Maas, Lee Fahrney(Chair), Geo. Ferriter, Trent Tonn, Jim Dick (DNR Liaison), Kari Lee-Zimmermann (DNR/WCC Liaison)
EXCUSED	Robt Haase, Vanessa Brotske
UNEXCUSED	Ken Balestrieri
GUESTS	

C. AGENDA APPROVAL/REPAIR

DISCUSSION	Motion to approve as printed by P Hellios, 2nd by G Ferriter
ACTION	Motion Approved

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Statement Read and motion to approve by D Maas, 2nd by M Britton
ACTION	Motion Approved

E. PUBLIC COMMENTS

DISCUSSION	Update by Chairman Fahrney that the committee is a work in process. He, and the committee, thank Staush Groszynski for his work with the committee. WCC is developing a relationship with WI Outdoor News. 2 delegate profiles have been featured and more to come. Future stories to include Spring Hearings, updates from the Congress on concerns, Citizen Resolutions. The paper has a circulation of approximately 70,000. The committee will continue to work on more media exposure. D Maas - Midwest Outdoors is another outlet for building a relationship. WCC needs to develop more contacts with weekly publications and with radio stations with outdoor programing.
ACTION	On going work by the committee and WCC

II. INFORMATION & ACTION ITEMS

A. Recommendation for Survey by Strategic Plan Committee

D Burrows, L Fahrney

DISCUSSION	Survey idea comments from Strategic Plan Committee meeting minutes read. D Maas - What were the thoughts by Ben Beardsmore, DNR on the survey? K Lee-Zimmermann - Ben suggested the possibility of Focus Groups for input. Concern over the associated costs of Focus Groups. Perhaps an on-line survey. D Maas- Not sure of Focus Group effectiveness. G Ferriter - Survey should (A) Promote WCC, (B) Short & (C) No essay questions L Fahrney - Asking questions in short form. Handed out & reviewed a 2010 survey with results. D Maas - How & where to do? Facebook? L Fahrney - How to make a change? Can WI Outdoor News be used? M Britton - Could we tie into Online License Sales? When are the most licenses sold? T Tonn - Possible insert in the DNR Resource Magazine. J Dick - Will check on the DNR magazine insert possibility. F Pratt - How broad of target for the survey? T Tonn - In 2010 did we do any education on the WCC when the survey was returned? Could the Tri_Fold be given out with the survey? L Fahrney - Perhaps it could be tied into the Spring Hearings & media pieces. F Pratt - Build in awareness of how the WCC has worked on Stewardship & DNR Secretary appointment issue. P Hellios - Wolf issue also could be included.
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	G Ferriter - Controversy can be good for promotion. L Fahrney - Review of the 2010 survey questions. G Ferriter - Start with "Do you know who the WCC is?" P Holmstadt - Include demographics of who is taking the survey. R Krueger - "Are actively involved in?" P Hellios - Agreed on using broad questions. D Maas - How long of survey & how to handle it? P Holmstadt - Keep it short. M Britton - Include zip code to identify any trends in activity. L Fahrney - "Do you have a DNR license?" K Lee-Zimmermann - There is a long standing concern on public perception of the WCC & slow progress addressing it. P Hellios - It is the responsibility of delegates to get the word out on the WCC & promote it.	
ACTION	Bring together today's ideas and put into a draft for Ben to review in a conference call.	
PERSON(S) RESPONSIBLE		DEADLINE
Lee		TBD, No firm date established

B. Review of COP for any changes to enhance outreach efforts Lee Fahrney & Dale Maas

DISCUSSION	What is the definition of an "infraction"? D Maas - Not an issue that comes about very often. Limited action has been taken. M Britton - What is an "infraction" needs to be identified. Game laws? Missing meetings?	
ACTION	Referred back to COP committee	
PERSON(S) RESPONSIBLE		DEADLINE
Dale Maas		On going process

C. Review of Drafts for Chronicle Lee Fahrney

DISCUSSION	Articles given to committee for review & editing	
ACTION	Edited & submitted to Lee and Kari	
PERSON(S) RESPONSIBLE		DEADLINE
Committee members		Today, completed

D. WCC involvement in Angler Mentor Program Frank Pratt

DISCUSSION	This is a conceptional plan & work in progress. Problem - Youth are not getting involved with fishing as they once were. Legacy of fishing not being passed on by family. Goal - Develop a network of angling mentors. Who - WCC taking the lead on this. Where does this fit in the WCC? What committee - Trout, Warm water, Heritage committee(s)? Frank has the basic format but needs assistance in getting it implemented. Promote or introduce it at the state meeting. Introduce the program through an article in the Chronicle.	
ACTION	Motion to provide time at the District and State meetings to introduce the program - Made by D Maas, 2nd by P Hellios. Motion passed.	
PERSON(S) RESPONSIBLE		DEADLINE
Frank Pratt will work with Kari to get it on agendas		District & State meetings

III. MEMBERS MATTERS

DISCUSSION	R Krueger - Good meeting and progress made on subjects presented. D Maas - Committee is moving things forward. Encouraged group participation. P Hellios - Good meeting. Takes time to become familiar with the group and verbally getting involved. H Jackson - Enjoyed the meeting. Working on promoting the WCC back in home county.	
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	<p>M Britton - Good things accomplished today. G Ferriter - We are the WCC advocacy group. R Traczyk - Get involved with the Angler Mentor Program. F Pratt - Thanks for the time to cover the Angler Mentor Program. T Tonn - Appreciates everything being done and having meetings at different times. L Farhmy - Joe Weiss is looking for historical information on the WCC. Chronicle is also looking for items of a historical nature regarding the WCC</p>
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	1:22 pm
SUBMITTED BY	Douglas Burrows
DATE	02/11/2017