

Wisconsin Conservation Congress  
 Strategic Plan Implementation Ad Hoc Committee  
 Meeting Minutes



ORDER OF BUSINESS	9/19/2017	10:00 A.M.	Schmeeckle Reserve Visitor Center Stevens Point, WI
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by:	Chairman Douglas Burrows
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B. ROLL CALL

ATTENDEES	Tony Blattler (D1-Price Co.), Michael Britton (D2-Barron Co.), Ron Waller (D3-Vilas Co.), Douglas Burrows (D5-Eau Claire Co.), Terri Roehrig (D5-Buffalo Co.), Peter Hellios (D6-Clark Co.), Michael Murphy (D9-Columbia Co.), Mary Ellen O'Brien (D10-Dane Co.), Ryan Schutte (D10-Green Co.), MarySusan Diedrich (D11-Waukesha)
EXCUSED	Paul Gettelman (D7-Green Lake Co.), Dale Maas (D7-Dodge Co.), Paul Reith (D10-Dane Co.), Maraya Robinson (D11-Milwaukee)
UNEXCUSED	Juliee De la terre (D9-Richland Co.)
GUESTS	None

C. AGENDA APPROVAL/REPAIR

DISCUSSION	Ron Waller noted that he would like to add an item for discussion on measuring the progress of the WCC 2013-2018 Strategic Plan. It was agreed that this topic would be added as Item 2.C. - Strategic Plan progress measurement.
ACTION	Motion by Mike Murphy to amend meeting agenda to include Item 2.C. - Strategic Plan progress measurement, seconded by Mike Britton, and passed unanimously by voice vote.

D. REVIEW COMMITTEE MISSION STATEMENT

*The mission of the Strategic Plan Review Ad-hoc Committee is to review the Conservation Congress' Strategic Plan that was approved and adopted in 2013, make recommendations on the implementation of areas within the plan that have not been implemented, and review and discuss the responses from the delegate survey on the Strategic Plan. A committee representative shall report to the District Leadership Council in January.*

DISCUSSION	Mission statement read into record by acting secretary Mary Ellen O'Brien
ACTION	Motion to approve as read by Tony Blattler, seconded by Mike Murphy, and passed unanimously by voice vote.

E. PUBLIC COMMENTS

DISCUSSION	None
ACTION	None

II. INFORMATION AND ACTION ITEMS

A. FOLLOWUP FROM 12/13/2016 MEETING

1. Update on tracking of resolutions advanced through the WCC

<p>DISCUSSION</p>	<p>Key discussion points are summarized as follows:</p> <p>Doug Burrows noted that he had discussed resolution tracking with Kari Lee-Zimmerman after the statewide WCC meeting. Improvement to the tracking process is a work in progress and there have been no substantive changes to date. Doug also noted that no resolutions were received by the Strategic Plan Implementation Committee.</p> <p>Tony Blattler noted that he is chair of the Rules and Resolutions Committee and stated that resolution tracking is a key item of discussion. At this time, DNR does not have personnel to track the large number of resolutions that are submitted each year to the WCC. An attempt has been made to improve the process by having committee chairs or co-chairs be responsible for notifying authors of the status of their resolutions within 14 days, and to provide copies of resolutions and their status to the WCC historian.</p> <p>Ryan Schutte mentioned he was aware that a resolution author was discouraged from attending the Environmental Committee Meeting because there were several other similar/representative resolutions already on the agenda for discussion and input from authors.</p> <p>Mike Murphy stated that it's unacceptable for anyone to be discouraged from attending a committee meeting even if there are other similar/representative resolutions on the agenda and suggested that Ryan notify the WCC State Chair (Larry Bonde) about this incident along with providing a copy of that contact to the Strategic Plan Implementation Committee (through Chair, Doug Burrows).</p> <p>Peter Hellios asked Tony Blattler to review what happens to resolutions submitted by the public.</p> <p>Tony Blattler explained that all resolutions that are passed at the county level are reviewed by the Rules and Resolutions Committee. Resolutions are then sent to appropriate committees for further discussion and action. Resolutions voted on to advance by the committees are forwarded to the District Leadership Council for review and processing as referendum questions for the WCC spring hearing. Tony noted that resolution authors are notified if their resolutions do not advance to the District Leadership Council. Ultimately, those referendum questions that make it through the spring hearing are advanced to DNR and/or the State Legislature for further action.</p> <p>Peter Hellios asked how notifications are made to those whose resolutions do not advance to the District Leadership Council. Tony stated that this notification is currently done by letter. He also noted that e-mail addresses are not currently requested on the resolution forms; therefore U.S. mail is the only notification method. Peter stated that if people are not notified about the status of their resolutions, this could discourage the public from participating in the process.</p> <p>Doug Burrows indicated that the committee chairs are required to send letters (form letters) to resolution authors to let them know the status of their resolutions. If a resolution is voted on to advance to the District Leadership Council, the author is notified of this action and invited to attend the District Leadership Council meeting to present their input.</p>
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DISCUSSION	<p>Mike Murphy noted that in his capacity as Chairman of Columbia County, he takes the responsibility for notifying resolution authors about upcoming committee meetings and keeps them informed about the status of their resolutions. He suggested that perhaps other county chairs would be willing to take on this task.</p> <p>Tony Blattler stated that training and education on a regular basis at the county level would be a good idea.</p> <p>MarySusan Diedrich suggested that the two district meetings held each year would be a good forum for training and education about resolution tracking and its importance.</p> <p>Doug Burrows agreed that these meetings would be a good way to educate both county chairs and WCC committee chairs. He asked the group if they would like to make a specific recommendation that could be presented to the WCC Executive Committee.</p> <p>Mike Murphy asked to call the question rather than continue debate. Others wanted to continue debate. Doug Burrows took a roll call on whether to continue debate or call the question. Based on a two thirds majority, the debate continued.</p> <p>Terri Roehrig reminded the group that the issue of tracking resolutions was discussed at the December 13, 2016 Strategic Plan Implementation Committee meeting and stated that making a recommendation now is consistent with following up on that issue.</p> <p>Mike Britton agrees with providing training. He also noted that community awareness and visibility of the WCC needs to be stepped up.</p> <p>Ron Waller stated his opinion that the Strategic Plan Implementation Ad Hoc Committee is not the Strategic Planning Committee and that the types of things being discussed and suggested are not part of the ad hoc committee's mission.</p> <p>Peter Hellios asked for a voice vote to end discussion and debate on this item. Passed unanimously by voice vote.</p> <p>Based on the above discussion, the following motion language was formulated by acting secretary Mary Ellen O'Brien and read back to the group: <i>Recommend to WCC District Leadership Council that WCC district meetings serve as forums for education, training, follow up, and tracking of resolutions that have been advanced for further consideration through actions by the WCC committees.</i></p> <p>Motion made by Mike Murphy, seconded by Mike Britton, and passed unanimously by voice vote.</p>
ACTION	Notify the WCC Leadership Council about this recommendation.
PERSON(S) RESPONSIBLE Chairman Doug Burrows	DEADLINE Prior to District Leadership Council Meeting

2. Communication of who the WCC is and general perception-- Outreach Committee action and results

DISCUSSION	<p>Doug Burrows noted there was a lot of discussion at the WCC annual meeting about community outreach including ideas on doing a survey, using focus groups, preparation of a flyer, video and other educational materials. This issue was referred to the Outreach Committee which did produce a printed flyer and video about the WCC. The problem is that these resources aren't being utilized.</p> <p>Ron Waller asked whether anyone knows about the educational materials and stated this topic was not discussed at his district meeting.</p> <p>Mike Britton stated that WCC outreach was discussed at his district meeting.</p> <p>Ryan Schutte asked where the informational video can be obtained. Doug Burrows responded that the video is available from Kari Lee-Zimmerman at DNR.</p> <p>Mike Murphy suggested that this topic be included as an agenda item for upcoming district meetings.</p> <p>Based on this discussion, acting secretary Mary Ellen O'Brien formulated the following motion language and read it back to the group: <i>Recommend to WCC District Leadership Council that discussion of WCC educational material, including the previously produced flyer and video be presented as a standing agenda item at future district meetings.</i></p> <p>The motion was made by Mike Murphy, seconded by Mike Britton, and passed by unanimous voice vote.</p>
ACTION	Notify WCC District Leadership Council about this recommendation.
PERSON(S) RESPONSIBLE	DEADLINE
Doug Burrows	No specific deadline, but prior to 2018 district meetings.

B. CONTINUATION OF THE STRATEGIC PLAN

DISCUSSION	<p>The current Strategic Plan ends in 2018 and the question posed to the group was whether it should be continued.</p> <p>Acting secretary Mary Ellen O'Brien formulated the following motion language and read it back to the group: <i>Recommend to the WCC Leadership Council that strategic planning efforts continue and that work commence immediately to update the current 2013-2018 Strategic Plan.</i></p> <p>The motion was made by Mike Murphy and seconded by Peter Hellios. The motion passed unanimously by voice vote.</p> <p>A motion was made by Tony Blattler and seconded by Mike Murphy that any future strategic planning committee include two members from the Executive Committee.</p> <p>Acting secretary Mary Ellen O'Brien formulated the following motion language and read it back to the group: <i>Recommend to the WCC District Leadership Council that the membership of any future Strategic Planning Committee include two representatives from the WCC Executive Committee.</i></p> <p>The motion passed unanimously by voice vote.</p>
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DISCUSSION	<p>Ron Waller stated his opinion that the strategic planning process should be done on an annual basis for a five year period and made the following motion: <i>Recommend to the WCC District Leadership Council that the strategic planning process be conducted annually for a five year period.</i></p> <p>Peter Hellios seconded the motion and it passed on voice vote with one person opposed (Mike Britton).</p> <p>Mike Murphy made the following motion: <i>Recommend to the WCC District Leadership Council that a standing strategic planning committee be established.</i></p> <p>Mike Britton seconded the motion and it passed on voice vote with one person opposed (Ron Waller).</p>	
ACTION	Notify WCC District Leadership Council about the above recommendations	
PERSON(S) RESPONSIBLE	Doug Burrows	DEADLINE
		Prior to District Leadership Council Meeting

**C. STRATEGIC PLAN PROGRESS MEASUREMENT**

DISCUSSION	<p>Ron Waller developed a sample form for measuring progress of items in the Strategic Plan. He walked through the sample form and explained how it could be used to come up with a composite/average score that would provide an overall indication of progress for a specific item. Ron noted that a spreadsheet could be developed for use by each committee responsible for particular items in the Strategic Plan.</p> <p>Tony Blattler asked if the intent would be to use such a measurement tool on the exiting plan or in the future on the updated plan. Ron noted that there is a year left on the existing plan, so this measurement tool could be used now and he would be happy to set up that effort.</p> <p>Tony agreed that it is important for the next strategic planning committee to know how much of the plan needs to be completed or revisited.</p> <p>Peter Hellios noted that strategic planning is a dynamic process that is subject to ongoing amendments and changes.</p> <p>Doug Burrows stated his understanding that the strategic planning process is intended to be ongoing and continually improved, and that each committee is to develop its own monitoring process.</p> <p>Mike Murphy agreed with this assessment and stated it would take a long time to formulate a list of items from the existing plan that would be subject to the progress checklist.</p> <p>Doug Burrows concluded the discussion by noting that Ron Waller’s sample progress checklist form would be included as part of the meeting notes (see Attachment 1 of these meeting notes).</p>	
ACTION	Include Ron Waller’s sample progress checklist in meeting notes	
PERSON(S) RESPONSIBLE	Mary Ellen O’Brien	DEADLINE
		Upon completion of meeting notes

III. MEMBER MATTERS

DISCUSSION	<p>Doug Burrows asked the group for any feedback they might have on the meeting or WCC issues in general. Everyone expressed appreciation for being on the Strategic Plan Implementation Committee and thought the meeting was productive.</p> <p>Doug asked the group whether they want to have another meeting. Tony Blattler stated that would depend on whether the Executive Committee endorses continuation of the Strategic Plan Implementation Committee. Doug will report back to the group after the October 6 District Leadership Council meeting regarding whether the committee will be continued.</p> <p>The group also thanked Mary Ellen O'Brien for assuming secretarial duties for Paul Reith.</p>
ACTION	None

IV. ADJOURNMENT

MEETING ADJOURNED	<p>A motion to adjourn was made by Terri Roehrig, seconded by Mike Murphy, and passed unanimously by voice vote.                  Meeting adjourned at 12:40 P.M.</p>
SUBMITTED BY	Mary Ellen O'Brien, acting secretary
DATE	September 24, 2017

**ATTACHMENT 1: Sample form for measuring Strategic Plan progress – submitted by  
Ron Waller for agenda item 2.C.**

			Not started	Not started = 0
			Started	Started = 50
			Done	Done = 100
<b>1</b>	<b>1</b>	<b>a</b>		
	Improve the process of study Committees	Develop an application process for committee delegate selection		
		<b>b</b>		
		Executive Committee should develop and communicate a list of committee openings		
		<b>c</b>		
		Develop an election process for committee assignments at the district level.		
		<b>d</b>		
		No more than two people per district can be nominated to sit on a particular committee		
		<b>e</b>		
		Executive Council and the Executive Committee should decide each year how many members particular committees should have.		
		<b>f</b>		
		Develop and distribute surveys that evaluate committee leadership performance.		
		<b>g</b>		
		Increase Executive Committee from three to five members		
		<b>h</b>		
		Create a clearer process of how delegates are chosen to sit on external committees such as DNR committees		
		<b>i</b>		
		Better communicate what external committee positions are available, when those committees meet, and what is on the meeting agendas.		